PONTIAC

SOCIO-ECONOMIC PROFILE

STRATEGIES FOR DEVELOPMENT

Gouvernement du Québec
Office de planification et
de développement du Québec

Outaouais Regional Representation

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FOREWORD

It was the socio-economic and isolation problems of the municipality of Rapides-des-Joachims that prompted the members of the Conférence administrative de l'Outaouais (CARO) to deal with the question of the general development of Pontiac County and to indicate to the Quebec authorities their intention of taking concerted action to promote the socio-economic development of the Pontiac.

Under the co-ordination of the delegation of the Office de Planification et de Développement du Québec (OPDQ), a committee of CARO members developed a three-point strategy for action, which consisted of reviewing government action in the Pontiac, obtaining the viewpoints of the main groups involved in the area and identifying realistic strategies for development, which would be of interest to leaders and entrepreneurs of the Pontiac.

The report Pontiac: socio-economic profile and prospects for development is the result of a collective effort, to which the government of Quebec and the people of the Pontiac contributed human, technical and financial resources. The summary report, published in the periodical Développement Québec, the present report and the audio-visual presentation: Ensemble-Pontiac-Together, make up the first phase of the course of action undertaken by CARO to encourage the development of the Pontiac.

With the publication of this report, a public information team, that had been preparing for several months, has taken over from the research team. The new team is now in the process of organizing local groups for discussion of the ways in which this somewhat technical report can be applied to the socio-economic realities of everyday life. What a challenge!

In the course of the following months, it will also be the responsibility of the public information team and its collaborators to encourage the emergence of a willingness, on the part of local groups and individuals of the Pontiac, to participate in the development of a concerted plan of action.

I thank all those who made possible the preparation of this report. I hope that it will serve as a tool for stimulating discussion within the Pontiac and a guide, for people of the

Outaouais and the rest of Quebec, to a better understanding of this contrasting and beautiful region.

François Asselin
Outaouais Regional Representative
O.P.D.Q.

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LIST OF ABBREVIATIONS

ATO: Association touristique de l'Outaouais

CARO: Conférence administrative régionale de l'Outaouais

CEGEP: Collège d'enseignement général et professionnel

CIP: Canadian International Paper

CLSC: Centre local de services communautaires

CRO: Communauté régionale de l'Outaouais

CSS: Centre des services sociaux

CSSSO: Conseil de la santé et des services sociaux de l'Outaouais

EPA: Environmental Protection Agency

MAPAQ: Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec

MER: Ministère de l'Energie et des Ressources

MICT: Ministère de l'Industrie, du Commerce et du Tourisme

MLCP: Ministère du Loisir, de la Chasse et de la Pêche

MRC: Municipalité régionale de comté (Regional County Municipality - RCM)

MTQ: Ministère des Transports du Québec

OPDQ: Office de planification et de développement du Québec

OPP: Ontario Provincial Police

PANAC: Protection Against Nuclear Action Committee

SAO: Société d'aménagement de l'Outaouais

ZAC: Zone d'aménagement et de conservation

ZEC: Zone d'exploitation contrôlée (controlled zone)

INTRODUCTION

Pontiac County is probably the least studied and least well known zone in the Outaouais region. From the outset, however, everyone recognizes its special character and problems. The report: Pontiac: Socio-Economic Profile and Strategies for Development proposes to make up for a lack of information about the county, thus fitting into an overall process supporting its development. It hopes to be the starting point of a stage of reflection which should translate into a concerted action.

The report attempts to give the best and most up to date picture of the county's present situation. It describes and analyzes its dominant characteristics and its natural, institutional, and human resources. In addition to this it sets out realistic development goals.

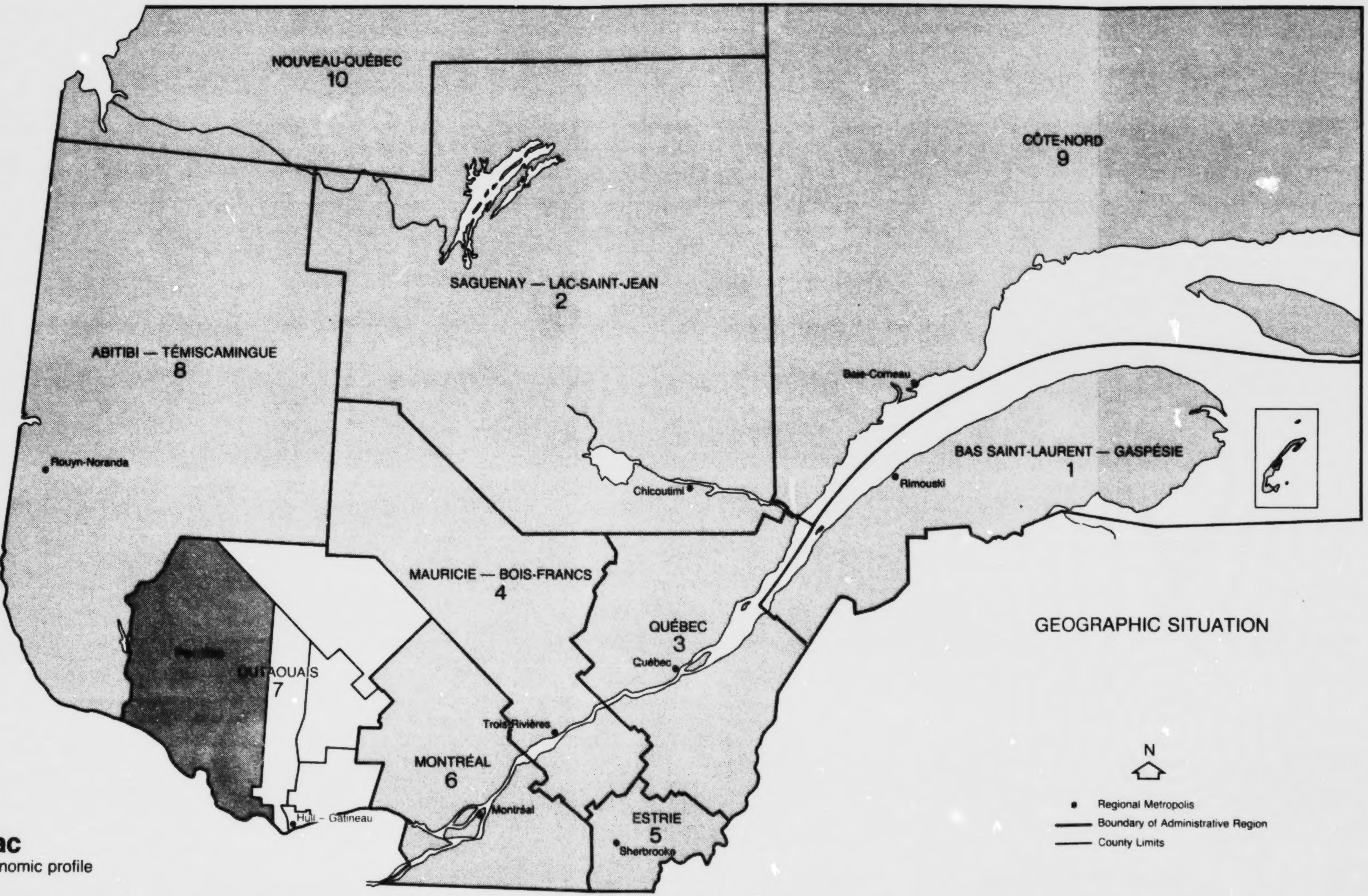
The first chapter of the report delineates the special context of Pontiac County. The physical framework, history, socio-economic characteristics of the population, and boundary aspects are some of the elements defining this context.

The subsequent chapters analyze the problem of the various areas of activity which take part in organizing the ecomomic and social life of the county. These sectors of activity are mainly forestry, agriculture, tourism, mining, manufacturing and services as a whole, including business and the public sector. These chapters describe the general aspects, identify the main parties involved, give a sectoral description and analysis and suggest development goals for each sector of activity.

The last chapter covers the aspect of the county's human resources in an analysis of local vitality.

Generally speaking, the report concentrates on Pontiac County. However it does not escape the problems that inevitably arise in delimiting an area of study, particularly considering that the regional county municipality (MRC) was just recently created. Thus the MRC, as difined in its December 1982 patent letters, does not correspond to the former municipality county limits. The Outaouais regional community also encompasses a part of Pontiac county, including a rural section similar to the county as a whole and an urban section attached to the Aylmer-Hull-Gatineau area. We therefore had to show some flexibility, depending on particular needs and the availability of data. We ask the reader to make allowance for this fact. Map No. 2 shows the administrative divisions of the studied territory.

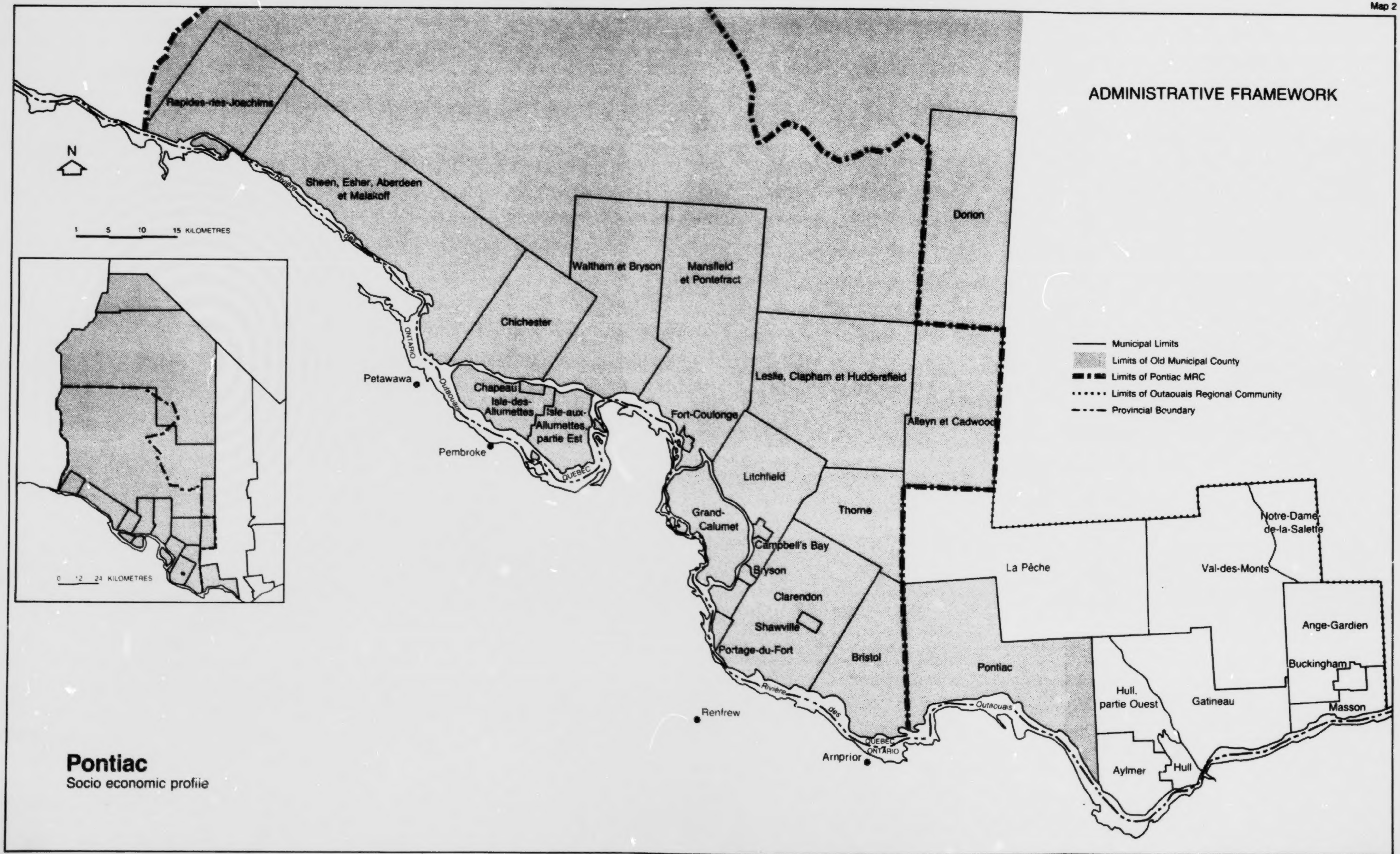
GEOGRAPHIC SITUATION


NOUVEAU-QUÉBEC
10
CÔTE-NORD
9
SAGUENAY — LAC-SAINT-JEAN
2
ABITIBI — TÉMISCAMINGUE
8
Rouyn-Noranda
Chicoutimi
Baie-Comeau
BAS SAINT-LAURENT — GASPÉSIE
1
Rimouski
MAURICIE — BOIS-FRANCS
4
QUÉBEC
3
Québec
OUTAOUAIS
7
Trois-Rivières
MONTRÉAL
6
Montréal
Hull - Gatineau
ESTRIE
5
Sherbrooke
N
Regional Metropolis
Boundary of Administrative Region
County Limits

Pontiac
Socio economic profile

Map 2

ADMINISTRATIVE FRAMEWORK


N
1 5 10 15 KILOMETRES
0 12 24 KILOMETRES
Rapides-des-Joachims
Sheen, Esher, Aberdeen et Malakoff
Waltham et Bryson
Mansfield et Pontefract
Dorion
Chichester
Leslie, Clapham et Huddersfield
Alleyn et Cadwood
Chapeau
Isle-des-Allumettes
Isle-aux-Allumettes, partie Est
Fort-Coulonge
Litchfield
Grand-Calumet
Thorne
Campbell's Bay
Bryson
Clarendon
Shawville
Portage-du-Fort
Bristol
Pontiac
La Pêche
Val-des-Monts
Notre-Dame-de-la-Salette
Ange-Gardien
Buckingham
Masson
Gatineau
Hull, partie Ouest
Aylmer
Hull
Petawawa
Pembroke
Renfrew
Arnprior
ONTARIO
QUEBEC
Rivière des Outaouais
Municipal Limits
Limits of Old Municipal County
Limits of Pontiac MRC
Limits of Outaouais Regional Community
Provincial Boundary

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Socio economic profile

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1. PONTIAC: A VERY SPECIAL CONTEXT

1.1 Physical Fremework

Pontiac County is located in the western part of the Outaouais region. It is bordered to the west by Témiscamingue County, to the north and east by Gatineau County, and to the south by the Ottawa River which links Québec and Ontario.

The relief of the county is full of contrasts. The Ottawa Valley occupies 10 per cent of the total area and contains very fertile lands, particularly in the south-east corner around Shawville. The climate is as favourable to farming as some parts of the Montreal Plain and the county has the greatest agricultural potential in the entire Outaouais region. The Laurentian Plateau covers nine tenths of the territory with its rich forests interspersed with some 4 000 lakes and drained by the Moine, Coulonge, Noire and Quyon Rivers.

The forest of Pontiac County has one of the richest development potentials in Québec. It is characterized by a great diversity in species with deciduous trees playing an important role.

Its wildlife is varied and plentiful, including both moose and white-tailed deer. Rivers and lakes are teeming with sport fish.

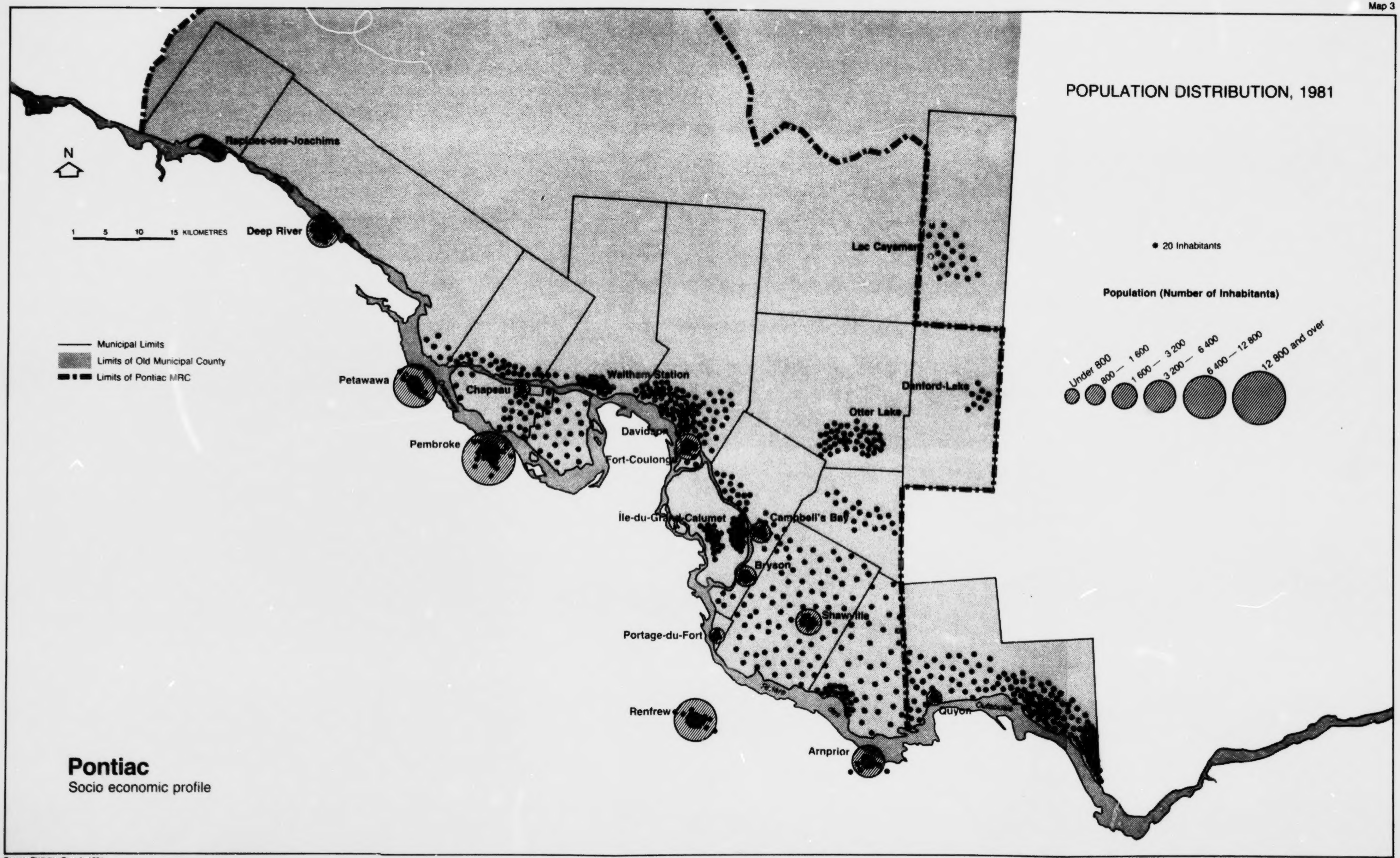
1.2 A Population Marked by Ethnic and Religious Diversity

The history of Pontiac County evolved along with the development of its natural resources - furs first, then timber and agriculture. From the very beginnings of New France, both the Indians and French used the Ottawa River to get to the fur territories in the West. Champlain went up the Ottawa to Ile-aux-Allumettes as early as 1613. Until the beginning of the 19th century, Pontiac remained primarily a major fur-trading route. It contained a low-density Algonquin population and few trading posts. Louis d'Ailleboust de Coulonge set up a post near the present site of Fort Coulonge as early as the 17th century. Later, other posts were added including Fort William, Fort-du-Moine, and the Lac-Victoria post.

The commercial blockade which hit Great Britain at the beginning of the 19th century launched the timber industry in the Ottawa Valley. Philemon Wright was the pioneer of this industry. His timber rafts went down the river and were directed to Québec city from the very beginnings of the century. By about 1820 his

Map 3

POPULATION DISTRIBUTION, 1981


Rapides-des-Joachims
N
1 5 10 15 KILOMETRES
Deep River
Municipal Limits
Limits of Old Municipal County
Limits of Pontiac MRC
Petawawa
Chapeau
Pembroke
Waltham Station
Davidson
Fort-Coulonge
Île-du-Grand-Calumet
Campbell's Bay
Bryson
Portage-du-Fort
Shawville
Renfrew
Arnprior
Quyon
Lac Cayamant
Otter Lake
Danford-Lake
● 20 Inhabitants
Population (Number of Inhabitants)
Under 800
800 — 1 600
1 600 — 3 200
3 200 — 6 400
6 400 — 12 800
12 800 and over

Pontiac
Socio economic profile

Source: Statistics Canada 1981

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operations had gone as far west as the Coulonge River. George Bryson, the constructor of a sawmill at Fort-Coulonge in 1843, became a dominant figure in forestry within Pontiac County.

Timber exports to Great Britain attained their peak around the middle of the century. Subsequently lumber production to satisfy the high demand of the American market gradually replaced the timber industry. Forestry and the lumber industry still play an important role in Pontiac County today and represent, together with pulp and paper production, a vital portion of its economy.

Intensive populating of the county coincided with the beginnings of forestry. French-Canadians and an English-speaking majority (mainly Irishmen, both Catholic and Protestant) came to work in the Pontiac lumber sites or to till the land. Often the two activities were carried out at simultaneously. Parishes and villages sprung up along the Ottawa River as the population increased and settled.

The ethnic and religious diversity of the population often caused friction in the county during the 19th century, and the pattern of settlement reflected the settlers' origins. For example, Clarendon Township was colonized almost exclusively by Protestants, whereas Vinton Township only accepted Catholic Irishmen. Other ethnic groups such as Germans also colonized a corner of land and added to the diversity in population.

The origins of the pioneers of Pontiac County largely account for the characteristic features of today's population: its ethnic and religious diversity, the affinity of the English-speaking majority with Ontario, the relative isolation of the French-speaking people from the centre of Québec(1).

---

(1) LE PATRIMOINE ARCHITECTURAL DU PONTIAC, by the Groupe pour la sauvegarde du patrimoine du Pontiac, C. 1981, Ministère des Affaires culturelles, Direction générale du patrimoine, Coll. Les cahiers du patrimoine, n° 14; ACTES DU COLLOQUE SUR L'IDENTITÉ RÉGIONALE DE L'OUTAOUAIS, held in Hull on November 13, 14 and 15, 1981, Ed. Pierre-Louis Lapointe; LE NORD DE L'OUTAOUAIS, Le Droit, Ottawa, 1938.

1.3 Population Stagnation

According to the 1981 census, Pontiac County has 20 383 inhabitants, including 3 658 in the municipality of Pontiac which is part of the Outaouais Regional Community (CRO). Obviously, the population is mainly concentrated in the Ottawa Valley. However the area is only slightly urbanized, with a few small localities(1), of less than 2 000 inhabitants: Fort-Coulonge (1 616 inh.), Shawville (1 608 inh.), and Campbell's Bay (1 007 inh.).

Some organizations, such as the Local Community Service Centre (CLSC) and the community radio, divide the county into seven geographic sectors(2). The following table contains the population figures for these sectors from 1971 to 1981.

---

(1) The word "locality" is used in the sense of town or village, and not municipality.

(2) Description of the sectors: West: Sheen, Esher, Aberdeen and Malakoff, Chichester, Waltham and Bryson, Chapeau, Iles-aux-Allumettes East, Rapides-des-Joachims; Fort-Coulonge: Fort-Coulonge, Mansfield and Pontefract; Centre: Campbell's Bay, Litchfield, Bryson, Grand-Calumet, Portage-du-Fort; Shawville: Shawville, Clarendon, Bristol; North: Leslie, Clapham, Huddersfield, Thorne: Pontiac Municipality; Extreme North: Alleyn and Cawood, Dorion, Grand-Lac Victoria, Rapid Lake, Le Domaine.

Table 1

POPULATION OF PONTIAC COUNTY BY GEOGRAPHIC SECTOR, 1981

SECTOR	1971	1976	1981	variation 1971-1981	Percentage of variation 1971-1981
West	3 094	2 957	2 808	(286)	(9.2)
Fort-Coulonge	3 607	3 687	3 637	30	0.8
Centre	4 131	3 883	3 631	(500)	(12.1)
Shawville	4 407	4 470	4 205	(202)	(4.6)
North	1 307	1 296	1 340	33	2.5
Pontiac	2 910	3 365	3 658	748	25.7
Extreme North	840	905	1 004	164	19.5
TOTAL	**20 296**	**20 563**	**20 283**	**(13)**	**-**

Source: Statistics Canada - 1981 census

The total population of the county ostensibly has not changed during the decade. However, the apparent stability in population is due in large part to a great increase in the eastern part of Municipality of Pontiac which is more naturally joined to the Hull-Aylmer-Gatineau area. With the exception of the Municipality of Pontiac, the county underwent a 4.4 per cent population decrease from 1971 to 1981, contrasting with increases of 10.5 per cent for the Outaouais region and 6.8 per cent for Québec as a whole.

The low natural growth rate in Pontiac County accounts to a large extent for the stagnation of the total population. According to the ministère des Affaires sociales, there were 476 more births than deaths in Pontiac County between 1976 and 1981. This gives an average annual natural growth rate of 4.8 per 1000, as opposed to 9.9 per 1000 in the Outaouais region and 8.6 per 1000 in Québec(1). This low rate is due to the aging of the county population, and more especially to the migration of inhabitants of age to start a home and family.

A negative net migration of about 750 people between 1976 and 1981 can be estimated from the population and natural growth figures(2). Part of the population therefore left the county to pursue studies or find work. The phenomenon is particularly obvious in the Pontiac MRC area since the Municipality of Pontiac underwent a high increase in population during that same period.

---

(1) OPDQ estimates

(2) Despite a natural growth of 476, the county population decreased by 280 between 1976 and 1981, and hence an estimated net negative migration of about 750.

The average age of the Pontiac population is higher than in Québec as a whole. As seen in Table 2, the percentage of people aged 65 and over is particularly high and that of people between the ages of 20 and 44 is notably low. The migratory phenomenon accounts for this low proportion of people in an age group which represents a great part of the productive forces of an area.

Table 2

DISTRIBUTION OF THE POPULATION BY AGE GROUP, PONTIAC COUNTY AND QUÉBEC, 1981

	0-19 years	20-29 years	30-44 years	45-64 years	65 years and over
Pontiac	35.7	14.2	18.9	19.7	11.5
Québec	31.3	19.1	21.4	19.3	8.9

Source: Statistics Canada - 1981 Census

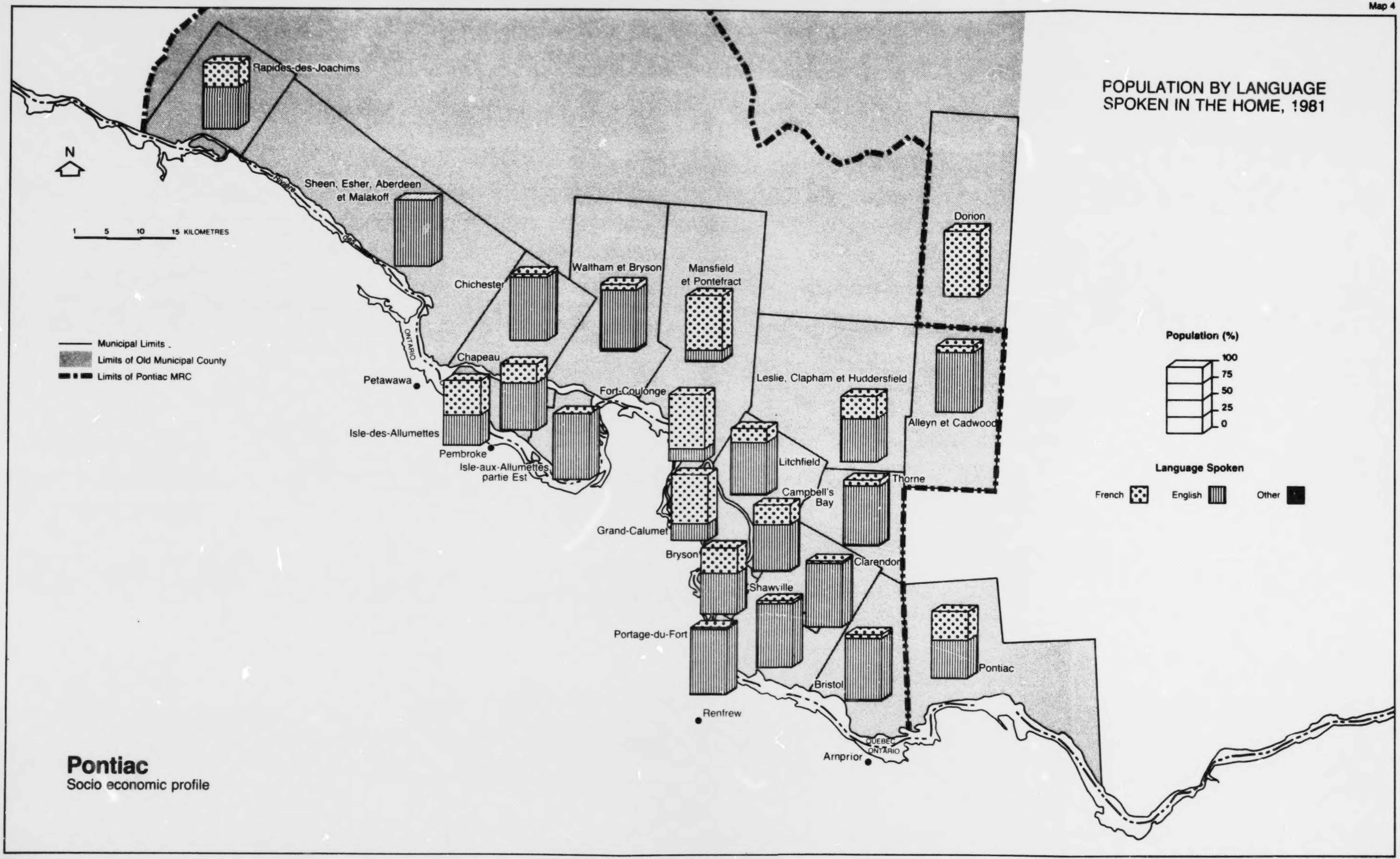
According to the latest language data, 55.4 per cent of the county population is of English mother tongue, 41.2 per cent of

French mother tongue, and 3.4 per cent of another mother tongue. The linguistic distribution in the area gravitates around two poles, those of Fort-Coulonge, which is predominantly French-speaking, and Shawville, predominantly English-speaking. The Campbell's Bay sector is bilingual. Another significant feature of the population: between 5 500 an 6 000 non-status Métis and Amerindians live in Pontiac, according to the Alliance laurentienne. They are concentrated in Fort-Coulonge, Otter Lake, Ile-du-Grand-Calumet, and Rapides-des-Joachims.

The special linguistic situation in Pontiac with an English-speaking majority and the presence of a strong neighbour, has had a marked influence on the perception of the county's inhabitants. The French-speaking population feel a certain amount of isolation from the rest of the Outaouais region and the centre of Québec. In addition, the anglicization pressures are very high. For their part, the anglophones tend to consider the two banks of the Ottawa River a single entity. Thus the population as a whole has some difficulty in identifying fully with Québec.

Map 4

POPULATION BY LANGUAGE SPOKEN IN THE HOME, 1981


Rapides-des-Joachims
N
1 5 10 15 KILOMETRES
Sheen, Esher, Aberdeen et Malakoff
Chichester
Waltham et Bryson
Mansfield et Pontefract
Dorion
Municipal Limits
Limits of Old Municipal County
Limits of Pontiac MRC
ONTARIO
Chapeau
Petawawa
Fort-Coulonge
Leslie, Clapham et Huddersfield
Alleyn et Cadwood
Isle-des-Allumettes
Pembroke
Isle-aux-Allumettes partie Est
Litchfield
Thorne
Campbell's Bay
Grand-Calumet
Bryson
Clarendon
Shawville
Portage-du-Fort
Bristol
Pontiac
Renfrew
Arnprior
QUEBEC
ONTARIO
Population (%)
100
75
50
25
0
Language Spoken
French
English
Other

Pontiac
Socio economic profile

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1.4 Low Income Level

1981 Census data(1) on household(2) incomes reveal the low level of income level prevailing in Pontiac(3). The median income(4) of Pontiac households was $14 962 in 1980, compared to $20 007 for Québec, only 74.8 per cent of the income earned by Québec households. As a result, Pontiac ranked 74th among the 76 census divisions in Québec. Statistics on average income yield the same results. The average income of Pontiac households amounted to $18 387 in 1980, as opposed to $22 869 for Québec, putting Pontiac in 70th place, with 80.4 per cent of the average Québec household income.

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(1) Statistics Canada, 1981 Census: Census Divisions and Sub-Divisions: population, occupied private dwellings, private households, and census families and economic families within private households: certain social and economic characteristics.
Number 93-X-941.

(2) By definition, any person or group of persons occupying a private dwelling is considered a private household. The income declared is that received in 1980.

(3) The census divisions used by Statistics Canada correspond to the former municipal county areas. Large population masses are treated differently however. For instance, the Island of Montreal represents just one census division, as do Ile Jésus and Québec City.

(4) By definition, the median is the midpoint in the distribution. Meaning in this case that half the households earn more than the median income and the other half, less. The median income, like the average income, is a measure of the overall income level. However, it is often preferred to the average income, because it is less influenced by extreme values.

The income gap between Pontiac and Québec decreased between 1970 and 1980. In 1970, the average income of Pontiac households was 75.9 per cent of the average income of all households in Québec, 4.5 percentage points lower than the 1980 average. At the time, however, Pontiac ranked 59th out of 74 census divisions.

According to the 1981 Census data, Pontiac ranked 64th among Québec census divisions for the percentage of families below the low-income threshold(1) and 68th, for single persons below the same threshold. Thus, 18.2 per cent of Pontiac county families were below the low-income line compared to 15.8 per cent for Québec. The percentages for single persons were 58.6 per cent and 45.9 respectively.

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(1) The income thresholds used by Statistics Canada take into account the cost of living of families according to size, and the difference in cost of living according to the size of the population mass. For instance, the low-income line for a family of four has been established at $10 966 for rural areas and $14 545 for urban centres of 500 000 inhabitants or more.

There is necessarily a direct connection between income level and the job market. Thus, earned incomes accounted for only 75.3 per cent of the total income of Pontiac households in 1980, as opposed to 82.0 per cent for Québec. This difference is due to the lower median earned income in Pontiac and poor representation on the job market. Pontiac ranked 65th for men and 34th for women in terms of the median earned income level. Furthermore, less than 64 per cent of Pontiac men aged 15 years and over declared an earned income in 1980, compared to 75 per cent throughout Québec, putting the county next to last among the 76 Québec census divisions. Pontiac County ranks 61st for women aged 15 years and up as 37 per cent of these declared an earned income, compared to 47 per cent across Québec.

Statistics specially compiled from the 1981 Census reveal that only 49 per cent of people aged 15 years and over in Pontiac declared an earned income as their main source of income, whereas 24 per cent declared transfer payments as such. Throughout both Québec and the Outaouais region, the proportions are 59 per cent for earned income and 17 per cent for transfer payments (Table 3).

Table 4 deals with household income levels in six Pontiac zones. The zones were determined from the population's sense of identity and also according to the income level and distribution within each municipality. The table illustrates the relative homogeneity of household incomes in the various zones of the county, with the exception of the peripheral municipalities, which report a 15 per cent lower income than Pontiac County as a whole. Earned income in these municipalities accounts for only 62.5 per cent of the total income, compared to 75.4 per cent for Pontiac. The table does not include figures for the municipalities of Alleyn and Cawood, Rapides-des-Joachims and Sheen, Esher, Aberdeen and Malakoff, due to the unavailability of a number of statistics. However, with average household incomes of $13 587, $14 759 and $7 408 respectively, these municipalities would normally be included with the other municipalities in the peripheral zone.

The Rapid Lake and the Grand-Lac-Victoria Indian settlements are also located in Pontiac County. Both localities are in the northern part of the county, within the boundaries of the La Vérendrye wildlife preserve. For the purposes of the study, these have not been included in the six zones. The average household income is very low in both cases, namely $6 825 for Rapid Lake and $3 597 for Grand-Lac-Victoria.

Table 3

NUMBER AND PERCENTAGE OF PERSONS AGE 15 AND UP IN PONTIAC COUNTY ACCORDING TO MAIN SOURCE OF INCOME 1980

		Main Source of Income			
		Without Income	**Earned**	**Transfer**	**Miscellaneous**
Pontiac(1)	Number	2 570	5 635	2 755	550
	%	22.3	49.0	24.0	4.8
Outaouais (07)	%	19.1	59.0	17.3	4.5
Québec	%	18.8	58.8	16.3	6.1

Source: Ministère de la Main-d'oeuvre et de la Sécurité du revenu, statistics specially compiled from the 1981 Census.

(1) Statistics based on the Centre Travail-Québec territory at Campbell's Bay.

Table 4
HOUSEHOLD INCOME COMPARISON OF SIX PONTIAC COUNTY ZONES(1)

Zone	Number of Households	Median Income $	% of Québec	% of Pontiac	Average Income $	% of Québec	% of Pontiac
Municipality of Pontiac	1 120	15 944	79.7	106.6	19 075	83.4	103.7
West	460	16 000	80.0	106.9	18 963	82.9	103.2
Fort-Coulonge	1 030	16 562	82.8	110.7	20 915	91.5	113.8
Shawville	1 475	15 710	78.5	105.0	18 650	81.6	101.4
Centre	940	15 217	76.1	101.7	19 120	83.6	104.0
Periphery	1 035	12 687	63.4	84.8	15 750	68.9	85.7
Total	**6 060** (2)	**14 962**	**74.8**	**100**	**18 387**	**80.4**	**100**
Québec	-	20 007	100	-	22 869	100	-

(1) Description of Zones: Municipality of Pontiac; West: Chapeau, Iles-aux-Alumettes, Iles-aux-Alumettes East; Fort-Coulonge: Fort-Coulonge, Mansfield and Pontefract; Shawville: Shawville, Clarendon, Bristol; Centre: Grand-Calumet, Campbell's Bay, Portage-du-Fort, Bryson; Periphery: Thorne, Leslie, Clapham, Huddersfield, Waltham et Bryson, Litchfield, Dorion, Chichester. The municipalities of Alleyn and Cawood, Sheen, Esher, Aberdeen and Malakoff, and Rapide-des-Joachims are also part of the peripheral area, but statistics are unavailable due to the low population in these municipalities.

(2) The total number of households in the County is 6 315. The difference due to the unavailability of statistics for some municipalities and the Indian settlements at Grand-Lac-Victoria and Rapid Lake.

Source: Compiled from 1981 Census Statistics.

Table 5 lists the county municipalities for which information is available, in order of household median income. The municipalities of Bryson, Iles-aux-Allumettes East, Mansfield and Pontefract, Shawville and Pontiac are leaders. The municipalities of the peripheral zone are among those with the lowest incomes, as are the municipalities of Fort-Coulonge and Campbell's Bay. These last two, in contrast to most of the peripheral municipalities, have a significant proportion of high-income households. They also have a high proportion of low-income families, namely 35.6 per cent of the families in Campbell's Bay and 26.4 per cent of those in Fort-Coulonge. There follows a marked gap between the median and average incomes.

In short, the median and average incomes of Pontiac households are well below the incomes of households across Québec, and the number of low-income families is notably high. Pontiac County is moreover one of the least privileged census divisions in Québec from the income standpoint. The income level is relatively stable from one county zone to another, with the exception of the peripheral zones, where incomes are clearly below the county average. As well, there are large concentrations of low-income families in Campbell's Bay and Fort-Coulonge as well. The weakness of the job market is largely to blame for the low income level.

Table 5
PONTIAC COUNTY MUNICIPALITIES
RANKED ACCORDING TO HOUSEHOLD MEDIAN INCOME

	Median Income of Households $	Average Income of Households $	Percentage of Low-Income Families %
Bryson	20 106	21 422	10.8
Ile-aux-Allumettes, East	19 949	20 005	20.7
Mansfield and Pontefract	17 867	22 342	15.4
Shawville	16 428	20 628	8.0
Pontiac	15 944	19 075	14.5
Portage-du-Fort	15 699	17 774	8.4
Grand-Calumet	15 249	18 411	14.3
Chapeau	14 954	21 456	16.6
Bristol	14 847	16 821	13.4
Clarendon	14 749	17 734	15.9
Ile-aux-Allumettes	14 726	16 034	15.5
Leslie, Clapham and Huddersfield	14 420	16 671	27.5
Chichester	13 908	14 897	16.7
Campbell's Bay	13 399	18 331	35.6
Thorne	12 922	15 187	15.7
Fort-Coulonge	12 716	19 342	26.4
Litchfield	12 132	15 721	45.8
Waltham et Bryson	11 411	14 085	16.5
Dorion	9 681	16 999	34.8

Source: Statistics Canada 1981 Census; Census Divisions and Sub-Divisions; population, occupied private dwellings, private households and census families and economic families in private households; certain social and economic characteristics.
Number 93-X-941.

1.5 A Limited and Undiversified Job Market

1.5.1 Sectors of Activity

Pontiac County is a resource-rich area which is mainly dependent upon agriculture, forestry operations and related processing activities. Tables 6 and 7 regarding the distribution of the experienced labour force by major industrial group(1) necessarily reflect this reality. However, also illustrated are the principal sectors of activity of Pontiac residents and not the job structure in the Pontiac area itself. The fact that a high portion of the labour force works outside of the county, in the CRO and Ontario centres of Pembroke, Ottawa and Renfrew(2), should also be taken into account when interpreting these tables.

Proportionally speaking, the Pontiac primary sector employs three times more workers than that of the rest of Québec. Agriculture, with nearly 10 per cent of the total labour force, and forestry operations are the main activities. The manufacturing sector on the Pontiac territory is based almost exclusively on sawmill and pulp and paper operations. It accounts for only half the workers in Table 6, since a large number of them are employed outside of the county(1).

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(1) Statistics Canada, 1981 Census, Special Compilation.

(2) Approximately 1 000 workers, according to a special compilation from 1971 Census.

The construction industry employs 610 people, for a proportion slightly higher than that for Québec. This sector, as in the rest of the province, is regulated by the Office de la construction du Québec (Québec Construction Board). The regulations that the OCQ must enforce occasionally create discontent in certain areas, mainly due to the county's rural character and its close economic ties with Ontario.

Pontiac's tertiary sector is distinguished mainly by weak commercial and financial areas, even though a large number of Pontiac residents work in these fields in Ontario.

Beyond this general picture, Pontiac County presents itself in several zones of different economic bases.

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(1) The experienced labour force also includes unemployed people who worked after January 1, 1980.

The eastern part of the municipality of Pontiac is mainly comprised of a Hull-Ottawa suburban population. It includes a high proportion of workers in the services sector, especially government services. More to the west, the economic structure reflects that of the Shawville agricultural zone. Like the municipality of Clarendon, 25 per cent of the labour force of the western part of the municipality of Pontiac is engaged in the field of agriculture.

The main agricultural zone in the county consists of the western part of the municipality of Pontiac and the area which has Shawville as its service centre. Over 18 per cent of the experienced labour force work in agriculture. The municipality of Shawville has a few retail businesses and small manufacturing concerns, as well as a hospital and a consolidated high school. The Shawville zone, which is generally considered the best structured area in the county, has benefitted previously from a better diversification of its economic activities. The closing of the Hilton iron mine in Bristol in 1977, the transfer of all the wood manufacturing operations to the western part of the county over the past two decades, and the closing a few years ago of a creamery in Quyon, in the western part of the municipality of Pontiac, have had an impact on the zone's economy.

Table 6
DISTRIBUTION OF THE EXPERIENCED LABOUR FORCE BY MAIN INDUSTRIAL GROUP AND GEOGRAPHICAL SECTOR(1) - 1981

Number(2)

	Pontiac County	Muni. of Pontiac	Shawville	Centre	Fort-Coulonge	Periphery	West
Agriculture	780	200	350	50	20	130	35
Forestry	225	10	15	25	60	105	20
Other	80	10	20	30	10	5	-
Primary	1 080	220	375	115	90	235	65
Manufacturing Sector	1 435	130	255	350	400	225	80
Construction	610	150	125	80	50	130	60
Secondary	2 040	280	375	430	460	355	140
Transportation and Communications	615	125	130	90	95	120	55
Business	985	210	295	120	100	155	90
Financial services	105	30	25	5	35	10	10
Services	2 440	430	650	325	455	330	235
Government Services	680	285	75	70	80	115	50
Tertiary	4 825	1 070	1 170	605	755	735	440
Total	**7 945**	**1 570**	**1 925**	**1 145**	**1 300**	**1 315**	**645**

Source: 1981, Census, Statistics Canada, Publication No. 93-X-941.

(1) These are the geographical sectors defined in the section on incomes.
(2) The totals are not always exact, as they are rounded out.

Table 7

DISTRIBUTION OF THE EXPERIENCED LABOUR FORCE BY INDUSTRIAL GROUP AND GEOGRAPHICAL SECTOR(1) 1981

Percentage

	Québec	Pontiac County	Muni. of Pontiac	Shawville	Centre	Fort-Coulonge	Periphery	West
Agriculture	-	9.8	12.7	18.2	4.4	1.5	9.9	5.4
Forestry	-	2.8	0.6	0.8	2.2	4.6	8.0	3.1
Other	-	1.0	0.6	1.0	2.6	0.8	8.4	-
Primary	4.6	13.6	14.0	19.5	10.0	6.9	17.9	10.1
Manufacturing Sector	22.4	18.1	8.3	13.3	30.6	30.8	17.1	12.4
Construction	5.2	7.7	9.6	6.5	7.0	3.9	9.1	9.3
Secondary	27.6	25.7	17.8	19.5	37.6	35.4	21.7	27.0
Transportation and Communications	8.2	7.8	8.0	6.7	7.9	7.3	9.1	8.5
Business	16.4	12.4	13.4	15.4	10.4	7.7	11.8	14.0
Financial Services	5.1	1.3	1.9	1.3	0.4	2.7	0.8	1.6
Services	30.5	30.7	27.4	33.8	28.4	35.0	25.1	36.4
Government Services	7.5	8.6	18.2	3.9	6.1	6.2	8.8	7.8
Tertiary	67.7	60.7	68.2	60.8	52.8	58.1	55.9	68.2
Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Source: Compiled from 1981 Census Statistics, Statistics Canada, Publication Number 93-X-941.

(1) These are the geographical sectors defined in the section on incomes.

Economic activity in the Fort-Coulonge and central zones is focused mainly on forestry activities and manufacturing. Although they do have some farmers, particularly on Ile-du-Grand-Calumet, both zones make their living mainly from the Portage-du-Fort, Fort-Coulonge and Davidson mills. A consolidated high school and the head office of the Pontiac CLSC are also located in the Fort-Coulonge zone. Campbell's Bay, in the central zone, houses a number of government offices.

Like the municipality of Pontiac, the western zone is very dependent upon outside jobs, namely in the Pembroke area. A special 1971 Census compilation shows that nearly half of the western zone workers had jobs in Ontario(1). Pembroke exercices an attraction, not only in the western zone, but also as far east as Fort-Coulonge, although to a lesser extent.

Eighteen per cent of the experienced labour force in the peripheral municipalities are employed in agriculture and forestry development. The municipalities of Thorne and Litchfield are mainly agricultural, whereas the municipalities of Chichester and

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(1) Office de planification et de développement du Québec, L'espace rural de l'Outaouais (07), 1978, p. 43.

Rapides-des-Joachims have a large number of forestry workers. The municipality of Leslie-Clapham and Huddersfield has many workers in both fields. Tertiary activities related to hunting, fishing and resort sectors are also important in the peripheral municipalities. 1971 Census statistics show that many workers in these municipalities have jobs outside their municipality, in Ontario or elsewhere in Pontiac County, probably in the more densely populated areas. Map 5 illustrates the distribution of the experienced labour force in each of the municipalities, by primary, secondary and tertiary sector.

1.5.2 Main Job Market Indicators

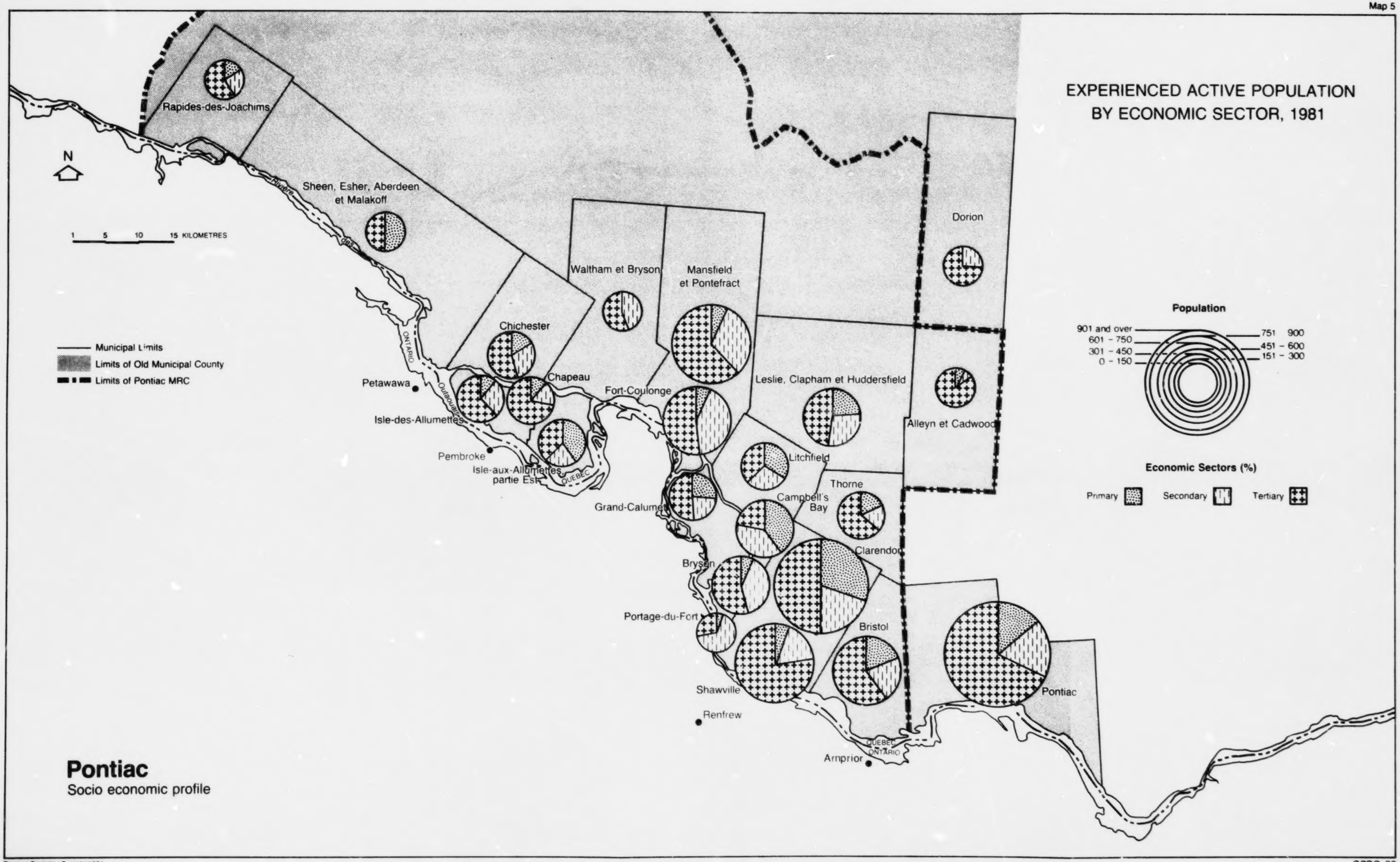
Generally speaking, the job market in Pontiac County is not very dynamic and offers county residents a limited range of occupations. The low level of earned incomes, the exodus of young people as reflected in the aging population, and a high unemployment rate are all symptoms of economic stagnation. Pontiac inhabitants are watching with anxiety as their population grows progressively older and would very much like to provide young people with better job prospects to keep them in the area.

According to the Census, Pontiac had an unemployment rate of 15.2 per cent among men in June 1981, compared to 9.7 per cent for all men across Québec. It ranked 61st among the 76 Québec census divisions. Although especially high, the unemployment rate is much lower than the 20 per cent-plus rate of some of the other census divisions. However, the low participation rate, 67.9 per cent among Pontiac men compared to 75.8 per cent across Québec, ranking it 73rd, is possibly more indicative of the poor job prospects. The employment rate for men 15 years old and over is only 57.3 per cent in Pontiac County compared to 68.5 per cent for Québec, which puts Pontiac in 67th place.

The situation for Pontiac women is somewhat better. Contrary to the men who rank among the last on the scale, the women rank between thirtieth and fiftieth with regard to the participation rate (40.6 per cent as opposed to 47.5 per cent for Québec), the unemployment rate (14 per cent against 12.7 per cent for Québec), and the employment rate among people 15 years and over (34.9 per cent compared with 41.5 per cent for Québec as a whole). The good standing in terms of female employment can be explained by the proximity of the Hull-Ottawa urban centre and the numerous jobs in the services sector.

On the whole, the Census data confirm the trends generally perceived in the county with regard to the weakness of the job market. However, it is difficult to derive a general impression

Map 5



EXPERIENCED ACTIVE POPULATION BY ECONOMIC SECTOR, 1981

N
1 5 10 15 KILOMETRES
Municipal Limits
Limits of Old Municipal County
Limits of Pontiac MRC
Population
901 and over
601 - 750
301 - 450
0 - 150
751 900
451 - 600
151 - 300
Economic Sectors (%)
Primary
Secondary
Tertiary
Rapides-des-Joachims
Sheen, Esher, Aberdeen et Malakoff
Rivière des Outaouais
Waltham et Bryson
Mansfield et Pontefract
Dorion
Chichester
Chapeau
Fort-Coulonge
Leslie, Clapham et Huddersfield
Alleyn et Cadwood
Petawawa
Isle-des-Allumettes
Pembroke
Isle-aux-Allumettes partie Est
Litchfield
Thorne
Campbell's Bay
Grand-Calumet
Clarendon
Bryson
Portage-du-Fort
Bristol
Shawville
Pontiac
Renfrew
Arnprior
ONTARIO
QUEBEC

Pontiac

Socio economic profile

Source: Statistics Canada 1981

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of the labour market in each Pontiac zone, due to the specific nature of the Census data. Neverthless, the peripheral and Fort-Coulonge zone municipalities were at a particular disadvantage in June 1981 in terms of the unemployment rate, the participation rate and the employment rate among the population aged 15 years and over. However, the data may have been affected by short-term events as well as by fundamental trends.

According to Census statistics, Pontiac has not escaped the youth unemployment problem. The unemployment rate was nearly 30 per cent among men aged 15 to 24 years in June 1981, almost three times greater than among men 25 years and over. Among women aged 15 to 24, it was 22.8 per cent, twice as high as among women over 24. The corresponding rates for Québec were 19.5 per cent for men aged 15 to 24 and 20.2 per cent for women in the same age group.

1.6 Housing

Existing housing in Pontiac County is, on the average, older than that of Québec as a whole. Thirty-eight per cent of the dwellings were built prior to 1946, compared with only 23.8 per cent for Québec(1). Pontiac also has a higher proportion of dwellings requiring major repairs, 12.9 per cent as opposed to 7.6 per cent for Québec, and minor repairs, 22.6 per cent against 15.9 per cent for Québec. The average age of dwellings in the Shawville area is particularly high, while the outlying municipalities have the highest proportion of dwellings requiring repairs.

The number of dwellings in the county rose from 5 015 to 6 320 between 1971 and 1981. This increase implies an improvement in the availability of modern housing, since the population remained stable throughout the decade. Pontiac has therefore followed the general trend in Québec towards a reduction in the number of people per room and per dwelling.

Since 1971, residential housing starts have been especially active in the zones of Fort-Coulonge and the municipality of Pontiac. However, it should be noted that the population within the municipality of Pontiac has grown since 1971 whereas, on the other hand, the population in the Fort-Coulonge zone has remained stable. Over the same period, the number of residential housing starts in the other zones was slightly below the Pontiac average. An exception to the rule is the Shawville zone which reported a very small number of housing starts, since only 10.9 per cent of the dwellings in the area have been built since 1971. The population in the area, however, has dropped slightly since the 1971 Census.

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(1) Statistics Canada, 1981 Census, Publication Number 93-X-941.

1.7 Intense Boundary Exchanges

Pontiac County is even more subject to the demographic and economic influence of Eastern Ontario than the Outaouais as a whole. The Ontario County of Renfrew, facing Pontiac, has nearly 90 000 inhabitants, including 14 000 in the town of Pembroke and over 8 000 in Renfrew.(1). The intensity of exchanges between the two banks of the Ottawa River, more often than not benefits Ontario and represents a major element in the very special context of Pontiac County.

The town of Pembroke is located about forty kilometres from Fort-Coulonge by Route 148. Its power of attraction is strongly felt in this locality and becomes more pronounced in closer localities such as Chapeau, which some people consider to be almost a suburb of Pembroke. Pembroke is a well-structured centre, comprising 35 manufacturing plants which employ more than 2 500 workers in various sectors of activity(1). The 1971 census data on retail trade show that the turnover of the Pembroke stores is almost three times the turnover of all Pontiac retail businesses.

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(1) 1981 Census

The town of Renfrew also exerts its influence, though to a lesser degree, upon the southeast part of the county. Bearing all proportions in mind, it is an equally well structured centre in both the manufacturing sector and retail trade. Ottawa's attraction is also strongly felt in the southeast part of the county. In fact, the Pontiac people have always maintained a close relationship with Ontario for their work, trade, and institutions as well as social and family relations.

Relations with Ontario mainly benefit Ontario centres, since Pontiac has few facilities likely to profit from the closeness of the Ontario population. However a great number of the county's country properties belong to Ontarians.

On the retail trade level, Pontiac residents make 30 per cent of their purchases in Ontario - 15 per cent in Pembroke, 10 per cent in Ottawa, and 5 per cent in Renfrew(1). Particularly noteworthy is the great attraction of Pembroke, largely on the population basin in the northwest of the county. Shopping trips to Renfrew only represent 5 per cent of the purchases, but Ottawa is a very important buying area, particularly for residents in shawville and its zone of influence(2). In addition, the section on the labour market has already stressed the large number of Pontiac residents who work in Ontario.

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(1) 1981 Scott Industrial Directory

Institutional ties reinforce the dependence on Ontario, and particularly that of the northwest part of the county on Pembroke. The diocese of Pembroke includes the Pontiac area. Doctors in the Fort-Coulonge sector usually refer their patients to hospitals in Pembroke, or in some cases Ottawa, rather than Shawville. The Algonquin College campus in Pembroke attracts some students from Pontiac. Moreover, some courses are offered in French. Pembroke social clubs have a lot of Québec members.

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(1) Léon Lajoie, Société d'aménagement de l'Outaouais (SAO), Le commerce de détail dans le comté de Pontiac: propositions de développement, 1982, page 3.

(2) Ibid, page 6.

The polarizing role played by Pembroke especially complicates the situation of the county's French-speaking community, which in addition to being for the most part located in the zone of influence of the Ontario town, is a minority in the county and relatively isolated geographically from the Outaouais French-speaking community. Under the circumstances, the need to identify with Québec and the Outaouais region becomes a real challenge.

The southeast part of the county which is primarily English-speaking seems more self-sufficient. However it maintains close ties with the Ontario area and, even more than in the northwest, the inhabitants do not make any real distinction between Québec and Ontario. Moreover, the Freedom on Choice Party which advocated annexing Pontiac to Ontario in the April 1981 Québec election received most of its support in this part of the county, with 50 per cent of the vote in Shawville and Clarendon Township, and over 30 per cent of the vote in Bristol and Thorne. The lowest percentages were registered in the predominantly French-speaking sectors.

The dependence of Pontiac County on Ontario most definitely impedes the county's stable development. Efforts to remedy the situation should aim for greater self-sufficiency (e.g., in the trade sector), increased interdependence in relation to the other Outaouais and Québec regions (e.g., for diffusion of culture), and relations of a more complementary nature with the Ontario market.

2. A RICH AND DIVERSIFIED FOREST

2.1 General

The Pontiac County forest has one of the richest development potentials in Québec. However this potential is underdeveloped, and even wasted, although forestry is a vital link in Pontiac's economic activities.

This situation is the result of a lack of compatibility between the user's development methods and the characteristics of the forest. The Pontiac forest is characterized by its very diversity, deciduous trees being in a prominent position. As the users make very specific use of the ligneous materials (lumber, veneer, pulp and paper), a considerable amount of deciduous fibre remains on the felling operations. Integrated development and further processing of the deciduous material would derive a profit from this important potential which is underdeveloped at present.

Furthermore the present limited-diameter felling method contributes to deficits in working wood insofar as it leads to a loss in forest crop because of the non-regeneration of valuable species.

The white pine and yellow birch groves will disappear in the near future. Other felling strategies (clear felling in strips) would remedy this situation as long as it would be possible to use the residual deciduous fibre (pulp) left by these felling methods.

Finally, the spruce bud worm epidemic entailed a loss of about 56 per cent of the available balsam and spruce stock. The area shows a considerable deficit of these species, and the ministère de l'Énergie et des Ressources has to look after making up this deficit.

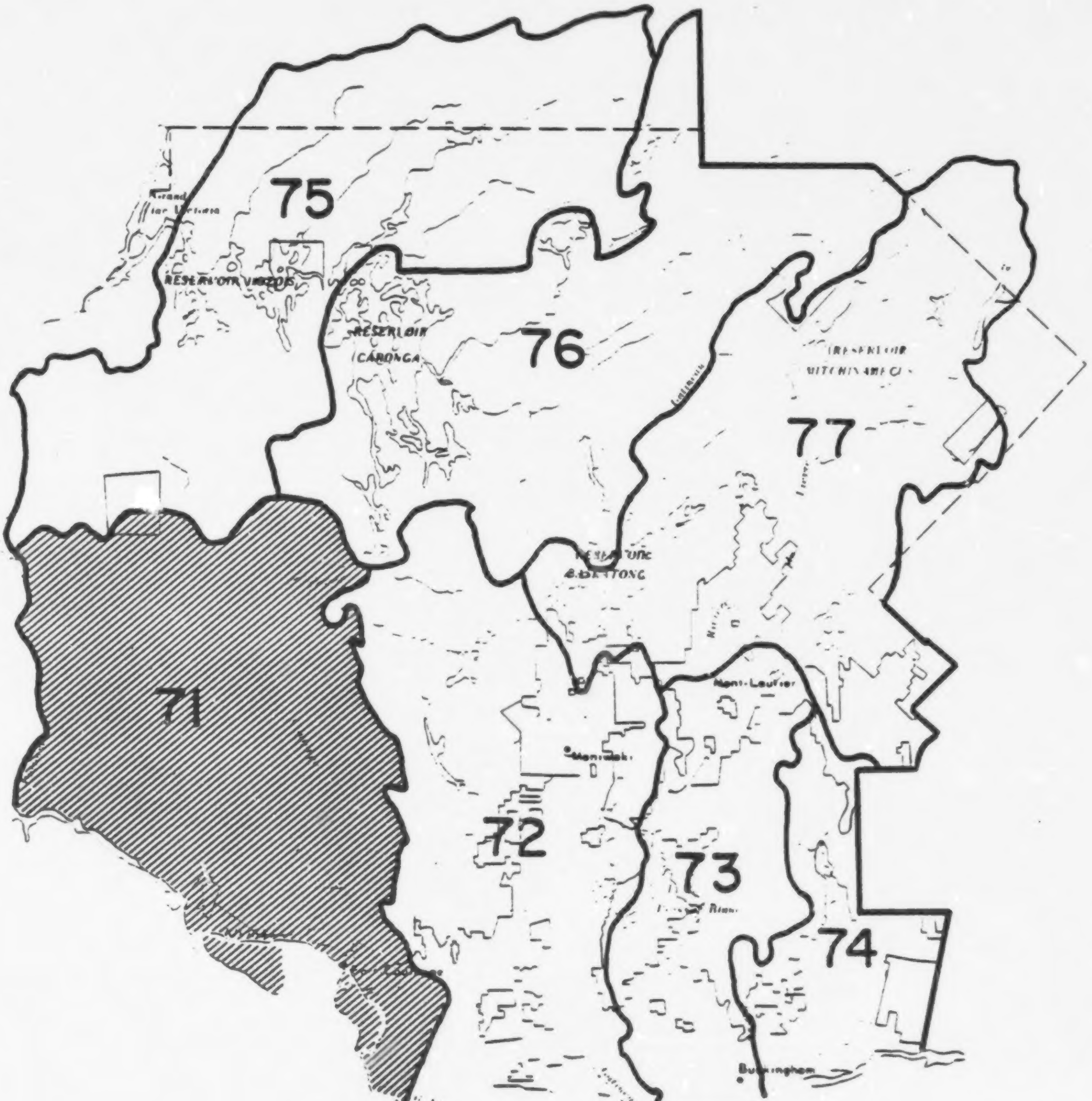
2.2 Parties Involved

Occupants

Crown land covers most of the territory, with the exception of some concessions that were not revoked and a few private wooded areas. Administrative Unit 71 which covers most of Pontiac (see Maps 6 and 7) indicates that 85% of the land belongs to the state (see Table 8).

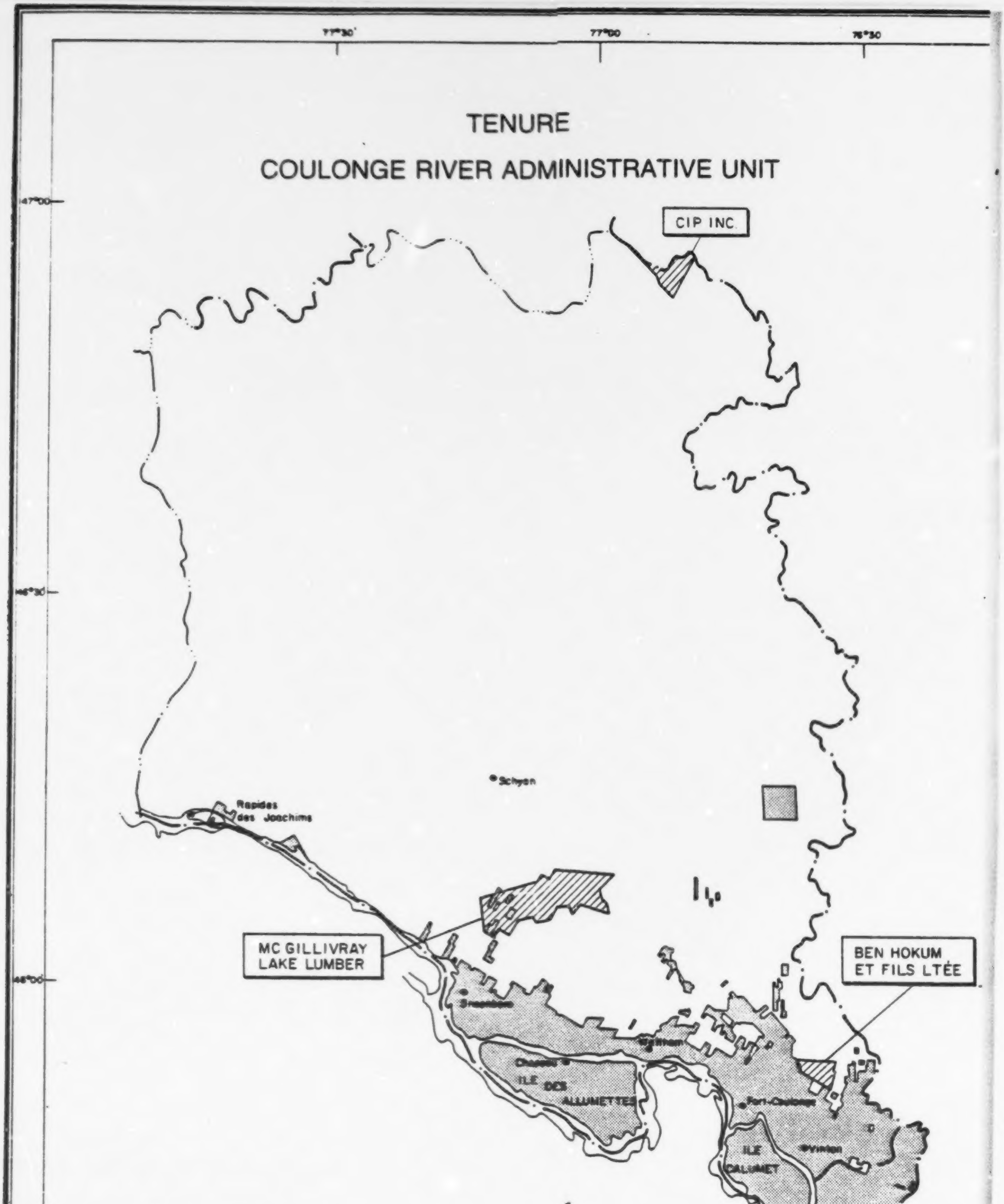
Map 6

OUTAOUAIS AREA (07)


75
76
77
71
72
73
74
RESERVOIR CABONGA
RESERVOIR BASKATONG
RESERVOIR MITCHINAMECUS
Mont-Laurier
Maniwaki
Buckingham
Hull

COULONGE AND NOIRE RIVER
ADMINISTRATIVE UNIT (71)

Source: MER, Outaouais 1982



TENURE

COULONGE RIVER ADMINISTRATIVE UNIT

77°30'
77°00'
76°30'
47°00'
46°30'
46°00'
CIP INC.
Schyan
Rapides des Joachims
MC GILLIVRAY LAKE LUMBER
BEN HOKUM ET FILS LTÉE
Waltham
Chapeau
ILE DES ALLUMETTES
Fort-Coulonge
ILE CALUMET
Vinton
▨ FORESTRY CONCESSIONS
☐ STATE FOREST
▒ PRIVATE LAND
APPROXIMATE SCALE: 1 760 000
77°30'
77°00'
76°30'

Table 8

OCCUPANTS OF FOREST LAND, COULONGE AND NOIRE ADMINISTRATIVE UNIT (71), 1982(1)

TENURE	AREA OF ADMINISTRATIVE UNIT (in km^2)	PERCENTAGE OF TOTAL AREA
McGillivray Lake Lumber Concession	90	1
Ben Hokum & Sons Ltd Concession	13	-
C.I.P. Inc. Concession	15	-
State forest	8 697	85
Private land	1 485	14
TOTAL	**10 300**	**100**

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(1) Source: Ministère de l'Énergie et des Ressources (MER), Outaouais, 1982.

Administrators

The ministère de l'Énergie et des Ressources is responsible for the administration of the public forest through its mandate as administrator of public lands and forests. For this purpose an administrative plan for the Dumoine-Coulonge administrative unit is being completed at present. This document is an administrative tool specifying the felling strategy to be used to promote optimal development of the ligneous materials, taking into account the biophysical potential of the administrative unit.

Furthermore, in 1979 the Ministère presented a sectoral document for the region. This document contains an analysis of the biophysical potential of the forest for the Outaouais administrative region as a whole. A series of recommendations follows.

The creation of forestry administration societies is also being considered. These societies, numbering one per administrative unit, would receive from the MER the mandate to carry out forestry development programs. The MER, the MRC, and all users would be associated with them.

Private woodlots are also the object of government programs in view of promoting rational administration. Grants are paid to timber-producing unions through the Office des producteurs de bois du Québec.

These grants which are administered by each union help finance forestry development work on private woodlots. This work will be done by the members of forestry groups comprising the private forestry owners interested in this program.

Pontiac County has its own Office des producteurs du bois for marketing the wood from private forests. The Office oversees the Pontiac forestry group which takes part in developing private woodlots.

Users

Administrative Unit 71 partly or fully supplies twelve sizeable mills for an average annual volume of about 425 000 cubic metres. Of this total, five mills are located within the administrative unit which also includes nine small service sawmills for the owners of woodlots.

Out of the twelve mills, two are for pulp and paper, six produce lumber, and the other four harvest wood for veneer making, including wood for manufacturing poles. A list of these mills is drawn up in Table 9.

Table 9

LARGE MILLS SUPPLIED FROM THE COULONGE AND NOIRE ADMINISTRATIVE UNIT (71), 1982-1983

MILL	LOCATION	ANNUAL CONSUMPTION
A. Pulp and Paper Sector		
- Consolidated Bathurst	Portage-du-Fort	890 000m^3/yr
- C.I.P.*	Gatineau	-
B. Lumber Sector		
- Fortin Inc.	Fort-Coulonge	65 000m^3/yr
- Ben Hokum & Sons Ltd	Shawville	34 000m^3/yr
- Eddy E.B. Forest Products Boyle Division	Davidson	88 000m^3/yr
- Eddy E.B. Forest Products	Davidson	255 000m^3/yr
- Gillies Bros.*	Braeside	281 000m^3/yr
- Les Placages Bellerive*	Mont-Laurier	11m^3/hr
C. Veneer Peeling Sector		
- Masonite Canada*(1)	Gatineau	58m^3/hr
- Mégantic Manuf. Co*	Lac Mégantic	20m^3/hr
- Commonwealth Plywood*	Ste Thérèse	11m^3/hr
- Les Poteaux de la Lièvre*	Masson	-

* Mills located outside the administrative unit
(1) Presently, Les Placages de l'Outaouais Inc.

Source: Ministère de l'Énergie et des Ressources (MER), Région 07, Outaouais, 1982.

Permit Holders

The permit holders get their felling permits from the Ministère de l'Énergie et des Ressources. Table 10 lists the permit holders for Administrative Unit 71.

Felling rights are granted according to the volumes of wood allocated each user. The latter may harvest the wood themselves and, in so doing, also become permit holders, or may call on other permit holders to supply them. The users generally deal with several permit holders and the latter sell their wood to various users, as illustrated in Table 11.

The reason for this is that many mills are highly specialized (hardwood lumber or softwood lumber, veneer, hardwood pulp or softwood pulp), meaning that a single felling sector may serve 3 or 4 different users.

Labour

The forestry industry generated some 1 160 jobs in 1981, including 700 in mills which account for 90 percent of the manufacturing jobs in the county.

Table 10

PERMIT HOLDERS ACTIVE IN THE COULONGE AND NOIRE ADMINISTRATIVE UNIT (71), 1982-1983

Permit Holder	Location
Consolidated-Bathurst Ltd	Portage-du-Fort
C.I.P.	Maniwaki
Les Industries Fortin Inc.	Fort-Coulonge
Eddy E.B. Forest Products Ltd	Hull
Commonwealth Plywood Cie Ltée	Rapides-des-Joachims[1]
Ben Hokum & Sons Ltd	Shawville
Coopérative forestière de Pontiac[2]	Fort-Coulonge
Poteaux de bois de la Lièvre	Masson

Source: Ministère de l'Énergie et des Ressources (MER), Outaouais, 1982

(1) The mill was destroyed by fire and will be rebuilt.

(2) The cooperative is the only permit holder without its own mill.

Table 11

DESTINATION OF WOOD HARVESTED BY PERMIT HOLDERS IN THE COULONGE AND NOIRE ADMINISTRATIVE UNIT (71)

MILL	PERMIT HOLDER
Consolidated-Bathurst	- Consolidated-Bathurst - All other permit holders
C.I.P.	- C.I.P.
Fortin Inc.	- Fortin Inc. - Coopérative de Pontiac - Eddy E.B. Forest Products Ltd - Consolidated-Bathurst
Eddy E.B. Ltd - Boyle Division	- Eddy E.B. Forest Products Ltd - Consolidated-Bathurst
Eddy E.B. Forest Products Ltd	- Eddy E.B. Forest Products Ltd - Coopérative de Pontiac - Consolidated-Bathurst
Gillies Brothers	- Consolidated-Bathurst
Masonite Canada Canexcel I(1)	- C.I.P.
Commonwealth Plywood	- Commonwealth Plywood - Eddy E.B. Forest Products Ltd
Poteaux de la Lièvre	- Poteaux de la Lièvre
Les Placages Bellerive	- All permit holders (oak veneer peeling)
Manufacture Mégantic	- All permit holders (birch veneer peeling)

Source: Ministère de l'Énergie et des Ressources (MER), Outaouais 1982.

(1) Presently, Les Placages de l'Outaouais Inc.

2.3 Sectoral description and analysis

Resources

Deciduous forest crops are generally located in the southern part of the administrative unit, whereas mixed and coniferous populations are found in the central and northern parts respectively.

White pine is generally found in mixed and deciduous populations, especially in the Dumoine, Coulonge and Noire River valleys.

Yellow birch becomes more common as one moves north through the unit, not only because these ecological zones are more fovourable to it but also because over-harvesting has caused it to almost disappear from the southern ecological zones.

Balsam, spruce and jack pine forests are more dominant in the northern zones. The balsam and white spruce population has been almost entirely wiped out by the spruce bud worm. The region is of commercial interest because of its yellow birch and coniferous forest crops.

Mixed populations of oak and maple or oak and white pine, or pure populations of oak are found most frequently in the southern ecological zones.

The ministère de l'Énergie et des Ressources uses the notion of ecological region to classify the various tree populations. These regions represent portions of territory with a certain homogeneity of climate and soil and are named after the plant community characterizing them. Administrative Unit 71 contains six ecological regions; these are described in the unit's administrative plan.

The administrative unit has also been sub-divided into two separate development units, one of easy access (71.1) and the other lumber and pulp and paper (71.2). The easy-access zone, as opposed to the lumber and pulp and paper zone, theoretically covers a more accessible territory located closer to the mills and where forest development work would be warranted.

A breakdown of the surface areas and their wood volume (content) appears in Table 12. Only 2 per cent of the forest land is considered inaccessible. Figure 1 illustrates the proportions of wood content by developmental stage. Fifty-two per cent of the territory is covered by mature forest, especially in the deciduous strata.

In addition to having been worked for nearly two centuries, the Pontiac County forests have also been subject to natural disturbances.

Forest fires have been numerous; about fifty have been recorded since 1949. Thirty thousand hectares of forest land were destroyed by fire, especially in the fifties. The fires have, however, enabled us to pinpoint the origins of many of the tree populations. Among the diseases that have most severely afflicted the forests of this administrative unit is the top drying of both white and yellow birch. The balsam and spruce in the administrative unit have been hit by three bud worm epidemics. The last infestation, from 1965 to 1975, decimated about 56 per cent of the marketable balsams and spruces within the mature populations.

Using this Resource

The forest of the administrative unit have been worked since the early 19th Century. Harvesting has always been very selective and deciduous trees have only been used by the pulp and paper industry since the sixties.

Table 12

CONTENT,

COULONGE AND NOIRE ADMINISTRATIVE UNIT (71)

Land Categories	Surface Areas					
	Easy-Access Zone 71-1		Lumber and Pulp and Paper Zone 71-2		TOTAL	
	HA	%	HA	%	HA	%
Accessible productive forestland	281 995	86	471 119	85	753 114	85
Inaccessible productive forestland	4 055	1	7 536	1	11 592	2
TOTAL	**286 050**	**87**	**478 655**	**86**	**764 705**	**87**
Non-productive forestland	12 188	4	31 181	6	43 369	5
Non-forestland	158	-	127	-	285	-
Water	27 794	9	45 749	8	73 543	8
TOTAL all lands	**326 190**	**100**	**555 712**	**100**	**881 903**	**100**

Source: Ministère de l'Énergie et des Ressources (MER), Outaouais 1982

BREAKDOWN OF CONTENT BY DEVELOPMENTAL STAGE

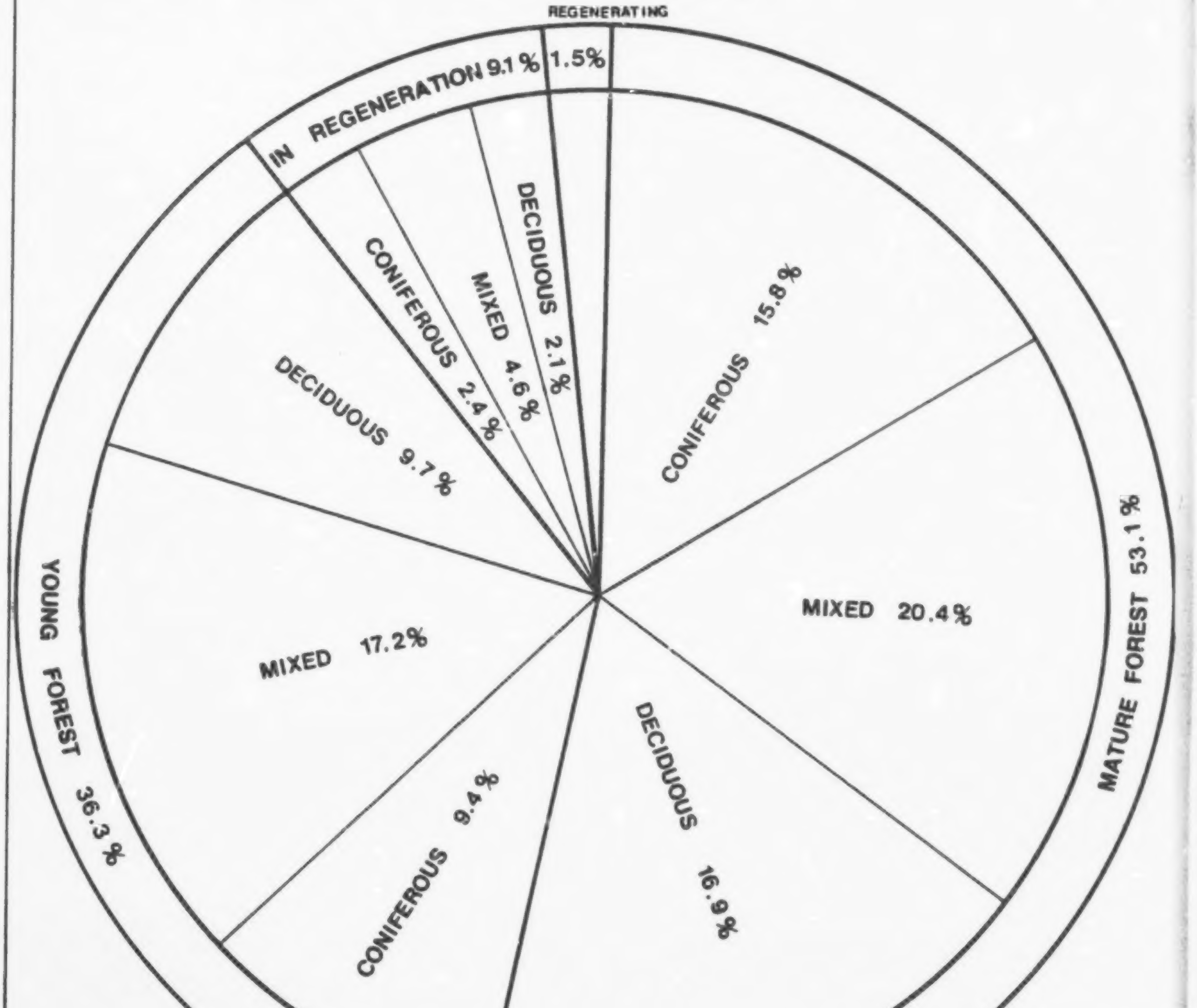

Table 13
STATUS OF DEMAND AND BIOPHYSICAL POTENTIAL
COULONGE AND NOIRE ADMINISTRATIVE UNIT (71)(1)

SPECIES	**PRODUCTS**	**DEMAND 1986-87**		**BIOPHYSICAL POTENTIAL**	
		m^3	cunits	m^3	cunits
balsalm, fir, Spruce, jack pine, tamarack	Lumber	105 300	37 200		
	Pulp and paper	145 100	51 300	251 000	88 700
	Poles	2 800	1 000	(187 000 over 120 years and 64 000 over 60 years)	
SUB-TOTAL		253 200	89 500	251 000	88 700
White pine,	Lumber	59 300	21 000		
red pine	Poles	7 000	2 500	105 400	37 200
White pine	Pulp and paper	-	-	16 800	6 000
SUB-TOTAL		66 300	23 500	122 200	43 200
Yellow birch,	Veneer	7 700	2 700	7 300	2 500
paper birch	Lumber	16 200	5 700	54 700	19 300
Tolerant	Veneer	28 700	10 100	3 100	1 100
deciduous	Lumber			46 700	16 500
Poplar	Veneer	-	-	4 200	1 500
	Lumber	-	-	36 600	13 000
ALL DECIDUOUS	Pulp and Paper	95 000	34 000	197 400	69 800
SUB-TOTAL		147 600	52 500	350 000	123 700
TOTAL		**467 100**	**165 500**	**723 200**	**255 600**

(1) Potential over 120 years for balsalm fir, spruce, jack pine and tamarack. Available supplies over 60 years for other species.

SOURCE: Ministère de l'Énergie et des Ressources (MER), Outaouais 1982

This selective felling means that the industry has combed the same sectors several times looking for the best logs.

The problem facing forest administration experts is forecasting potential discrepancies between the demand for ligneous materials and the availability thereof, after this long period of selective exploitation.

The demand forecasts will help identify appropriate measures for increasing the supply of ligneous materials (development, regeneration) or for redirecting commercial forestry operations in terms of the forest's biophysical potential.

Comparing Demand and the Biophysical Potential of the Forest

Table 13 compares the maximum estimated demand for wood in 1986-87 and the available supply for the various species. At first glance, it would seem that the forests are generally in a position to meet demand. However, a more detailed interpretation gives rise to certain reservations.

Harvesting strategies differ, depending on whether conifers or other species are involved. With regard to conifers, the objective is sustained productivity over a very long period (120 years).

On the other hand, the assignment schedule for the other species (deciduous trees, white pine, red pine used for lumber) extends over a shorter period (60 years), at the end of which inventory shortages are to be expected.

The table reveals that demand for resinous fibre will exceed forest potential unless development is planned over a span of 120 years. This situation is partly due to the fact that the market inventory for balsam and spruce has decreased by over 50 per cent as a result of the spruce bud worm epidemics.

The yellow birch inventory is insufficient to meet industrial veneer-peeling requirements and shortages may be expected within forty years.

The large size of the diciduous and pine inventory for the lumber sector is due to the fact that its calculation is based on the total market volume for the entire territory. However, harvesting methods for these species are mostly designed for concentrated areas.

A study conducted by the Ministère as a preliminary to regional problem-solving indicates that these concentrations will have disappeared within about forty years and, although the timber volume will still be available, it will be far more difficult to harvest, leading to the shutdown of sawmills and veneer peeling plants.

The volume of ligneous fibre available in the form of deciduous trees destined for the pulp and paper sector is more than double the demand. This vast resource is therefore currently under-utilized.

However, it should also be noted that very few operators use maple in the production of lumber or veneer peeling logs. This may be explained not only by the fact that this tree variety is considered overly "mineralized"(1) but also by the lack of agressive marketing strategies on the part of users. The situation could lead to serious problems in the long term, given that current harvesting methods favour regeneration of the maple crop and therefore a gradual transformation of the deciduous populations into maple groves.

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(1) Greyish mineral deposits that mar the wood's appearance.

Other than the specific development work and harvesting strategies advocated by the Ministère to increase the production of ligneous materials, other steps have been taken to improve access to these materials and to promote forest regeneration.

Improving Access to Ligneous Materials

The only branch of the provincial highway system is Route 148 which follows the Ottawa River to Ile-aux-Allumettes. Access to the western part of the unit is via Route 17 in Ontario. The rest of the unit is more or less accessible by way of forestry service roads. The network was developed according to the needs of the concession holders of the day. The roads generally have a north-south heading because of the topography and mainly follow the edge of the territory. This is explained in part by the widespread practice of rafting, for a long time the main form of transportation for wood. The Coulonge River, the main rafting artery, runs dead centre through the unit, in a north-south direction. An approximate 198 000 m^3 are still driven down river each year.

Within a few years, access to these forest resources will have taken on a different face. The Temiscaming-Maniwaki road will cut east-west across the administrative unit and a main rail line will, once completed, join the Temiscaming-Maniwaki road at Davidson.

Reforestation

Reforestation objectives are normally subject to user demand for ligneous materials as well as the need for accelerated regeneration. As a rule however, reforestation is not required throughout the exploited areas, as regeneration occurs naturally, especially in deciduous and mixed forests, when helped along by a certain amount of clearing work.

Approximately 30 per cent of the exploited areas do not regenerate on their own and require reforestation. The process mainly involves coniferous species as plans have been made to transplant about 500 000 seedlings annually for the next five years.

The Arboretum and Experimental Sectors

The Fort-Coulonge Arboretum, operated by the Service de la recherche du ministère de l'Énergie et des Ressources, was opened in 1971 to study the introduction of multi-use, rapid-growth native and exotic varieties that would be suitable for reforesting the region. The arboretum is located in Litchfield Township and covers an area of 950 acres.

An experimental sector has been blocked off in Malakoff Township. Set up by the MER in 1971 for a period of 20 years, its purpose is to study the quality of the residual tree population and its future value after harvests of varying intensity.

A regional tree nursery has just recently reached the operational stage. Located in the Haute-Gatineau, it will supply the private woodlots throughout the Outaouais Region.

The ministère de l'Énergie et des Ressources recently created its own Direction générale de l'industrie, with a mandate to promote industrial and economic growth through the extensive use of ligneous materials. Research is currently in progress regarding the use of operational residues (pellets, chipboard, etc.).

MER Policy Orientations

The ministère de l'Énergie et des Ressources policy aims are to maintain and develop economic activity with regard to the use of ligneous materials by equalizing the deficit of the Outaouais region in resinous fibre and secondly, by optimizing the production of quality lumber. Since the wood processing sector is the main, if not the only source of short-term manufacturing jobs in Pontiac County, the objective is to maintain and increase industrial activity by guaranteeing the existing industry both long-term and additional supplies of wood. To this end, new harvesting methods must be developed in order to encourage integrated harvesting and restoration of high quality populations on the best sites. Various forest management projects are also needed (reforestation, pruning, clearing work, etc.), integrated exploitation of ligneous materials must be promoted, so as to limit wastage and waste products, the deciduous fibre potential must be developed, and new market outlets must be explored.

2.4 Strategies for Development

The commercial harvesting of forest resources and the industries related to their processing are the essential components of Pontiac's industrial structure.

Various forest development projects implemented by the ministère de l'Énergie et des Ressources, as well as the application of new harvest strategies recommended by the Ministère, should guarantee the region's forestry industry the supplies it needs to meet its current and future wood requirements.

There is still a great deal of potential for development with regard to deciduous fibre, which is currently under-utilized. The creation of an intensive research program on deciduous trees for the purpose of establishing a data bank on the uses of this ligneous material and the means of improving the quality of the harvested products, as well as the founding of a forestry company within the administrative unit, are both in line with this objective. The company could, among other things, handle the felling and sorting of the wood which would then be divided among the various users, according to their specific needs. Establishing within the region processing industries specialized in the use of residues, seeking out new industries that use deciduous fibre, and increasing public and industrial awareness of the problems involved are other avenues worth exploring.

3. HIGH AGRICULTURAL POTENTIAL

3.1 General

Pontiac County has the highest agricultural potential in the Outaouais region. Its farming is practiced on a narrow strip of land along the Ottawa River. In 1980, the county had some 60 912 hectares of good agricultural land, accounting for 31 per cent of the farmland in the Outaouais region and 2.5 per cent of the total farmland in Québec.

The biophysical potential of the county's agricultural soil is especially high and compares favourably to the best zones in Québec. The territory is subject to the agricultural zoning law, thus it is protected for farm purposes.

Farming in Pontiac County has the advantage of a good climate, being located in southern Québec. Precipitation is, however, slightly deficient, which affects pasture on light land. The area also enjoys an average of 115 frost-free days a year and a strip of land south of Route 148 even averages 130 frost-free days, which is very unusual in Québec. This latter area has 2500 corn heat units or more.

3.2 Agricultural Groups and Services

Pontiac County's agricultural industry is prosperous and the farmers have the support of several groups. For instance, various associations have sprung from the area to spearhead agricultural promotion activities. There are four very active agricultural societies in Pontiac. Every summer, they organize three country fairs in Chapeau, Shawville and Quyon, providing an opportunity to judge the quality of county livestock and promote the farming industry. Throughout the year, they sponsor promotional activities, often subsidized by the ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ). Other groups like the Holstein Club, the Tobacco Growers and the Feedlot Association hold activities specific to their own areas of production.

A number of agricultural services have been developed in Pontiac County. There are three feed mills, a few distributors of farm equipment, a company that transports and spreads lime and other agricultural products, a few seed and grain merchants, two artificial insemination centres, as well as a tile drainage contractor.

The Agricultural Producers' Union is also represented within the county, with the same agricultural structures as elsewhere in Québec: a local union, specialized unions and a regional federation.

With respect to government representation, the MAPAQ dispenses it services to the population of Pontiac County out of a local office in Shawville, employing six full-time staff and two part-time workers during the summer. The Outaouais regional office, located in Buckingham, provides the local team with technical and administrative support. If necessary, technical services from Québec City may be called in to supplement regional efforts.

3.3 Sectoral description and analysis

Characteristics

Agriculture in Pontiac County has undergone some profound changes over the last 15 years. The county's cultivated surface area declined consistently from 1951 to 1976; however, this trend reversed itself significantly between 1976 and 1981, the cultivated surface area increasing from 44 000 to 49 000 hectares. In the dairy sector, there was a phenomenal number of farm consolidations between 1971 and 1979 as production per farm more than doubled. From 1968 to 1971, some 600 farmers stopped producing cream or industrial milk for other types of production notably beef, or simply retired from farming. Close to 180 more also abandoned their milk production between 1971 and 1979.

Table 14

DAIRY PRODUCTION IN PONTIAC COUNTY

(EXCLUDING EARDLEY): 1968-1979

Year	Number of Producers	Volume (lbs)	Average per Farm
1968	876	54 787 014	62 542 lbs
1971	296	38 347 982	129 553 lbs
1974	169	34 923 527	206 648 lbs
1979	117	36 521 760	312 151 lbs

Source: Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), Buckingham

In 1980, 32 per cent of the cultivated land in the Outaouais region were located in Pontiac County. The two main types of production were beef and dairy. In fact, the county has some of the most progressive beef (cattle) breeders in Québec as well as some of the most productive dairy farms in Canada. However, there are a number of marqinally productive farms, 40 per cent of whose owners have jobs other than on the farm. This is not unusual for cow/calf producers with relatively low-income operations.

The county is divided into two separate sectors with respect to its two main areas of production. The western part of the county, from Campbell's Bay to Sheenboro, is exclusively devoted to beef cattle. In fact, there are several herds exceeding 50 head. The dairy industry is mainly concentrated in the eastern sector, although a large number of beef (cattle) are raised here as well.

Pontiac's agriculture must face certain harsh realities however. The dispersion of the farms along the Ottawa River is an inconvenience to the farmers whose agricultural products involve high transportation costs, such as dairy products. This is one reason for the disappearance of this type of production west of Fort-Coulonge. This disadvantage is less critical for beef (cattle) production. Pontiac's volume of agricultural production largely exceeds the needs of the local population. This means that it has had necessarily to focus on export. Its remoteness from the major markets somewhat restricts this potential but acts in reverse for some farm products such as freezer beef and some horticultural products. In these cases, one should try to satisfy the local market.

The importance of agriculture to Pontiac's economy is obvious. The county's 757 farms produced in excess of $20 000 000 in 1980. The woodlot revenues meant an additional $500 000 in income. The economic spinoffs from these activities are considerable, given the county population of only 20 000. The agricultural capital required to produce this business volume was of the order of $130 M, i.e. $82 M for buildings and land $25 M for machinery and equipment, and $23 M for livestock.

Of these 757 farmers, 376 are under 50 years of age, which is enough to ensure continuity. Pontiac's farmers exhibit the same average age profile as those in the rest of the region. The percentage of those over 50 years of age is slightly higher however.

Table 15

AGE OF PONTIAC COUNTY FARMERS, 1980

	Pontiac		Outaouais	
Age	Number	%	Number	%
Under 30	58	7.7	238	8
30 to 49	318	42.0	1354	45.7
50 to 69	338	44.6	1241	41.8
over 70	43	5.7	133	4.5
Total	757	100%	2966	100%

Source: Census Canada, 1981

92 per cent of the farms in Pontiac County have more than 28 hectares and 43 per cent, more than 97 hectares. The statistics suggest farms of good size, slightly larger on average than other farms in the Outaouais area.

Table 16

SIZE OF PONTIAC COUNTY FARMS

1980

	Pontiac		Outaouais	
Size	Number	%	Number	%
under 28 ha	68	9	323	10.9
28 to 96 ha	360	47.6	1428	48.0
97 to 226 ha	268	35.4	993	33.5
over 227 ha	61	8	222	7.5
Total	757	100%	2966	100%

Source: Census Canada, 1981

Agriculture is a source of jobs: in 1980, 73 farms hired 3 820 man/weeks full time and 191 farms employed 3 688 man/weeks part time for a total payroll of $2 345 000. Furthermore, some of the farmers hold jobs outside their farms. Again in 1980, 293 farmers worked elsewhere, and of these, 163 worked more than 157 days away from their farms.

Profile of Farming Operations

The 757 farms in Pontiac County cover a total surface area of 80 163 hectares, 49 040 hectares of which are developed and 31 123 hectares, undeveloped.

Table 17

USE MADE OF PONTIAC COUNTY FARMLAND, 1980

	Surface Area (hectares)	Number of Farms
- Developed land	49 040	
- field crops	29 197	695
- grazing land	17 166	604
- other	2 677	448
- Undeveloped land	31 123	
- wooded	23 093	530
- other	8 030	362

Source: Census Canada, 1981

As indicated earlier, the total agricultural production is marketed for over $20 M. A breakdown of the sales volume per farm suggests that, in 1980, 349 farms were specialized in beef (cattle) farming, 106 in the dairy industry, 25 in commercial crops and 21 in grain. Other forms of production remained extremely marginal. In several cases, farms combined various types of production.

Most of the farms earn less than $10 000 from the sale of their farm products. At the other end of the scale, 40 farms register an annual sales volume over $100 000.

Table 18

PONTIAC COUNTY FARMS

BY TOTAL SALES, 1980

Total Sales	Number of Farms
under $10 000	451
from $10 000 to $24 999	131
from $25 000 to $99 999	135
from $100 000 to $249 999	35
over $250 000	5
Total	757

Source: Census Canada, 1981

In addition to agricultural products, some farms bring in an income from their woodlots. In 1980, 126 farms earned a total of about $500 000 from this source, an average of $4 000 per farm.

Agricultural Production

Dairy and beef production are the two major agricultural activities in Pontiac County. Other types of livestock production (hogs, horses, sheep, poultry...) are somewhat marginal. With regard to field crops, grain and forage crops are generally for livestock transformation rather than commercial purposes.

As noted earlier, the number of dairy producers declined rapidly from 876 in 1968 to 117 in 1979. However, this favored the consolidation of dairy farms, increasing the production volume per farm considerably. Consolidation of the dairy industry left little room for the small farms to manoeuver, leading to the disappearance of the small-scale producer. There are currently some extremely prosperous blocks of dairy producers in the Clarendon, Bristol and Onslow Townships. Top quality herds of Holstein, Ayrshire and Jersey cattle have led some producers to be ranked among the best in Canada. Pontiac farmers have fared very well in the Quebec Agricultural Merit Competition held every five years.

Pontiac is the only county in Québec that does not produce milk for processing purposes, its fluid milk being delivered to Ontario.

Since 1968, specifically between 1968 and 1973, the cow-calf herds began to replace dairy production as the main agricultural activity. In 1980, a total of 622 farms were raising beef cattle.

Table 19

BEEF (CATTLE) PRODUCTION IN PONTIAC COUNTY IN 1980

Livestock Type	Number of Head	Number of farms
Bulls	656	441
Cows	15 268	578
Heifers	5 617	473
Steers	5 911	248
Calves	10 621	550

Source: Census Canada, 1981.

Pontiac has some of the best feedlots in Québec. Some purebred herds supply breeding stock to other herds in the Ottawa Valley.

The trend towards beef (cattle) is the result of an already strong tradition. It was natural for some farmers to convert to this form of production since it requires less manpower and capital than the dairy industry does. By concentrating on basic cow/calf production, these producers were able to consolidate their businesses by finishing their steers.

Pontiac County is a pioneer in beef production in Québec. This area of production is in full expansion as a result of government subsidies, local knowhow and good land for crops, especially corn.

In 1980, there were 73 feed lots in the county, with a total capacity of 9 551 head. This equipment has helped make Pontiac a vital area for beef farming, contributing to a production volume for the Outaouais area totalling 20 per cent of the beef raised in Québec.

Pontiac boasts some of the best tobacco land in Québec, suitable both in terms of climate and soil. The low cost of land and the lack of production quotas in this sector led to the seeding of 281 hectares in 1980, generating over $2 M in revenue for 15 producers.

Besides dairy, beef and tobacco, other productions are marginal. Sheep and porc production have already been discussed. Six farms have 8.1 acres of orchards and 8 farms grow small fruits of which strawberries represent 5.6 acres out of a total of 8.9 acres. Greenhouse production counts for 83 247 square feet.

Table 20
MAIN CROPS GROWN IN PONTIAC COUNTY IN 1980

Production	Surface Area in hectares	Number of farms
Hay	16 873	622
Oats for hay	580	72
Tobacco	281	15
Rye	115	24
Buckwheat	165	23
Silage corn	3 568	194
Wheat	179	40
Grain Corn	940	37
Oats	3 552	288
Barley	894	59
Mixed grains	1 448	95

Source: Census Canada, 1981

In the area of forage and cereal production, the trend in the Outaouais area and in Pontiac County is towards livestock consumption of forage and cereals, transforming them directly into meat or milk. The situation is different on the Montreal Plain where, with a similar soil and climate, the trend is towards commercial grain production.

Unlike beef and dairy cattle farming, hog farming, which is considered marginal, has declined as has poultry farming. Sheep production totalled 4 229 head in 1980, i.e. 2 333 ewes and rams and 1 896 lambs, and is on the increase.

3.4 Strategies for Development

Agriculture in Pontiac reveals some very encouraging prospects for growth. Consolidation of the dairy sector is expected to continue but at a lesser pace, as should the increasing surface area under cultivation. Beef production should also continue to play a dominant role in the county's agriculture.

In spite of very significant current results, Pontiac's farming industry is not operating at full potential. Close to 12 000 hectares are available for further agricultural development. In regions where all the land is utilized, development of one sector usually proceeds at the expense of another; such is not currently the case in Pontiac County where land is still available for additional production. Also, use of the land for agricultural purposes is guaranteed under the Loi sur la protection du territoire agricole (Farmland Protection Act).

The currently non-productive land surfaces could be used for beef production. The surface area required for finishing a steer is one quarter that required for producing a calf. This type of production could furthermore double the quantity of meat produced per head, in terms of weight as well as cash value. Thus, with more finishing, the more intensive the agriculture becomes, and a more intensive agriculture implies dynamic and progressive growth.

One of the shortcomings of agriculture in Pontiac is the lack of marketing infrastructures for beef within the county, as the majority of the calf is currently sold to Ontario. Most of the steers are sold to Quebec slaughterhouses. Plans for a livestock auction and slaughterhouse have been debated in recent years but Pontiac farming circles have yet to make them a priority. In 1979, the MAPAQ offered the Pontiac Farmers' Cooperative a subsidy to build an auction barn (100 per cent of cost) and a slaughterhouse (35 per cent of cost) in Vinton. The Cooperative refused the Ministère's offers and both these projects have yet to materialize.

The potential for agricultural growth in Pontiac County is therefore clear. The developers are the farmers themselves. Their vitality, their willingness to learn and their desire to increase the volume, quality and variety of their production remain the key to progress of the agricultural industry.

To date, the farmers of Pontiac County have exhibited a very promising vitality for the future.

The development and implementation of government agricultural aid programs would appear essential to the growth of this industry in a world where competition is intense and where government intervention is everywhere present. In Québec, the MAPAQ administers about 70 technical and financial aid programs for which Pontiac farmers are eligible. For instance, the reorientation, consolidation and growth of the county's agriculture was initiated and accelerated by two regional programs offered by MAPAQ and financed by the Office de planification et de développement du Québec (OPDQ). These investment programs in finishing and sheep production enabled farmers to consolidate and develop their operations. The success of both projects and the nature of the subsidies led to the institution of several other programs.

In addition to these two examples which were specially adapted to Pontiac County, government assistance enables farmers to benefit from financial aid specifically geared to agriculture: tax refunds, aid to agricultural societies, artificial insemination, etc.

Furthermore, Québec farmers have access to development programs in the following areas: feedlots, cow-calf production, horse breeding, fish farming, honey, maple production (closed in 1980), rabbit farming and greenhouses. These various programs usually represent a 50 per cent subsidy for establishment and consolidation of physical production facilities. The actual sum may be as high as $40 000 in some cases. The latest major three-year program introduced by the MAPAQ is for cereal production and is open to all regions of Québec; it provides for a total of $50 M in subsidies.

Other programs promoting agricultural growth are also available through different groups. For instance, the Office du crédit agricole administers the Loi sur le crédit agricole (Farm Loans Act), including guaranteed loans and subsidies to establish future farmers under 40 years of age. The Régie des assurances agricoles administers crop insurance plans and farm income stabilizing insurance in several areas, including steers, cow-calf, hogs, cereals, etc.

Agriculture in Pontiac County is sound. The growth potential is very promising and it is up to the farmers to develop new areas of production and to strengthen current production. The technical and financial programs exist and can help any farmer who wants to extend the scope of his activities. The position of each farmer must however be clearly defined, he must develop an adequate plan and he must have the advantage of effective follow-up services.

Expansion to new areas of production often considered non-traditional must be viewed with caution. The strategies for development should preferably be based on existing structures since the farmers already have the capital and technical knowledge they need.

4. TOURISM SPECIALIZED IN RESORT AREAS AND WILDLIFE DEVELOPMENT

4.1 General

Pontiac County has a great potential in tourism given the richness of its natural environment and the interest of its population. The nearby Hull-Ottawa urban area provides a large pool of potential customers.

Hunting, fishing and resorts are the dominant tourist and recreational activities. Other forms of tourism are much less developed, as demonstrated by the inadequate accommodation facilities (hotels, motels, camping areas and restaurants) and the absence of developed tourist sites or attractions.

4.2 Parties Involved

The Association touristique de l'Outaouais (ATO), whose role is to promote the growth of tourism in the Outaouais area, is recognized by the ministère de l'Industrie, du Commerce et du Tourisme as the main representative of the region with regard to tourism. This local organization recently set up a special committee on tourist development in Pontiac County. Representatives of the Association touristique du Pontiac, a member of the ATO, sit on this committee.

The Société d'aménagement de l'Outaouais also promotes tourism and, in addition, operates a tourist centre at lake Leslie, one of the most attractive facilities in the county.

4.3 Sectoral description and analysis

Tourist Potential

The quality of the natural environment and the charm of the towns and villages are the basis of the county's tourist potential.

Pontiac scenery is that of the Laurentian Plateau with its many lakes, its rivers broken by waterfalls and rapids, its varied topography and rich forestland. It is also the Ottawa River with its rolling farmland and its banks that occasionally level out into surprisingly fine beaches.

The area harbours about 4 000 lakes, many of which are very large. Besides the Ottawa River, four major waterways run through the area: the Dumoine, Coulonge, Noire and Quyon Rivers. The Coulonge is used for driving timber, but canoes can be used on the other rivers. The portion of the Ottawa River around Île-aux-Allumettes and Île-du-Grand-Calumet is noted for its series of spectacular rapids.

With regards to wildlife, Pontiac County is no different from the rest of the Outaouais area. It is one of the most productive sectors in Québec. It is characterized by a variety of habitats and a diversity of species. It is one of the few areas in Québec abounding in both moose and white-tailed deer.

Pontiac County has one of the best potentials for moose in Québec. The average density (0.25 moose/km^2) is higher than the average for the Outaouais area (0.17) and much higher than the Québec average (0.125). Pontiac County counts approximately 50 per cent of the Outaouais moose population and nearly 10 per cent of the Québec population.

Although there are white-tailed deer in Pontiac County, they are fewer in number compared to moose and in relation to the rest of the Outaouais area.

Black bear are found throughout Pontiac. The hunting potential for this species is underdeveloped in the Outaouais region and a good portion of the possible increase in hunter days for this species could come from Pontiac County.

With regard to aquatic wildlife, Pontiac County has all five main species that attract sportsmen: speckled trout, lake trout, great northern pike, walleye and small-mouth bass.

One of Pontiac's wildlife attractions is its many heronries: in fact, 40 per cent of the heron colonies in the Outaouais area and 20 per cent of all heronries in Québec are located in this county.

The individual charm of each village in Pontiac reflects the various ethnic and religious origins of the founders. Portage-du-Fort is distinguished by its rich architectural heritage; many of the buildings are the work of Scottish masons. The village also boasts 3 century-old churches. Shawville was originally populated by Irish Protestants who erected several spacious brick residences in that town. Ladysmith and Schwartz are small hamlets founded by German settlers who built their homes around their Lutheran churches. Fort-Coulonge has a number of interesting buildings and sites, including several large stone residences, the Coulonge Falls (37 metres high), the Marchand "Town"-type covered bridge and the Bryson House historical buildings. The village of Chapeau is dominated by its

Catholic church, with its remarkable interior. Nikabong, north of Chichester, is distinguished by a concentration of houses of square-timber construction. Remains of Hudson Bay buildings, dating back to the 19th Century, can still be found in Fort-William. The site has been declared a historical landmark by the ministère des Affaires culturelles. The area around Quyon contains sites of historical interest such as Mondion Point, the Georgian Bay canal and the route of the "Horse Railways".

Potential Market

The inhabited part of Pontiac County is less than an hour and a half from the Hull-Ottawa urban area which, with its 650 000 inhabitants, represents an attractive potential market. The resident populations of the municipalities in Renfrew County, Ontario (90 875 inhabitants), can also be added to this number.

The Hull-Ottawa urban area is not only a major source of tourists but also a destination visited by nearly 2 million people each year. Some of these visitors might be interested in visiting Pontiac County or even staying there.

Hunting and Fishing

Pontiac County encompasses nearly the entire Pontiac "zone d'aménagement et de conservation" (ZAC) (Development and Conservation Zone) and a third of the Gatineau ZAC. These zones represent the territorial units of activity of the ministère du Loisir, de la Chasse et de la Pêche.

Pontiac County has four "zones d'exploitation contrôlée" (ZEC) (Controlled Harvesting zone), eleven franchisee outfitters, eight licencee outfitters, and 149 registered trapping grounds.(1)

The ZECs are territorial units, the management of which has been delegated to certified associations. Pontiac County covers three entire ZECs: Pontiac (1 134 km^2), St-Patrice (1 250 km^2), and Rapides-des-Joachims (938 km^2), as well as part of the Bras-Coupé-Désert ZEC (1 165 km^2).

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(1) Franchisee Outfitter: Outfitter holding a lease for an area over which he has exclusive hunting and fishing rights.

Licencee Outfitter: Outfitter holding a licence to provide accommodation and services directed towards the practice of hunting and fishing.

The certified associations that manage the ZECs were formed from an amalgamation of already existing hunting and fishing associations. The certified associations that administer the Pontiac and Bras Coupé-Désert ZECs consist mainly of Haute-Gatineau residents and are the result of an amalgamation of the following hunting and fishing associations(1):

for Pontiac -	Les Montagnards de Gracefield Association de chasse et pêche Picanock Association des Voyageurs de Masham Association des Joyeux braconniers de Blue Sea Association de chasse et pêche du Lac Cayamant Association K.D.L. Club Illiac
for Bras-Coupé-Désert -	Association de chasse et pêche de la Désert Comité pour la protection de la faune de la Haute-Gatineau

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(1) Ministère du Loisir, de la Chasse et de la Pêche, Direction régionale de l'Outaouais.

The associations administering the St-Patrice and Rapide-des-Joachims ZECs were created from Pontiac-based hunting and fishing associations:

Rapide-des Joachims ZEC - Association de chasse et pêche Rapide-des-Joachims

St-Patrice ZEC - Association de chasse et pêche d'Aylmer
Alliance laurentienne des Métis et Indiens sans statut
Association Plein Air du Pontiac
Association de chasse et pêche Cadieux
Association protectrice de chasse et pêche du Pontiac Inc.
Association de chasse et pêche Mon Chez nous

In 1980, the four ZECs had 9 597 members: the proportion of Québec residents in St-Patrice and Rapides-des-Joachims was 68 per cent and 34 per cent respectively. However, the proportion of non-residents drops to 13 per cent for Pontiac and Bras-Coupé-Désert. St-Patrice and Rapides-des-Joachims are the only ZECs in Québec to have such a large number of non-residents. There are at least two explanations for this phenomenon: the proximity of major Ontario cities and the richness of the area's wildlife potential.

The St-Patrice and Rapide-des-Joachims ZECs are actually part of Pontiac County, whereas the Pontiac and Bras-Coupé-Désert ZECs are more a part of the Haute-Gatineau. Access to these two ZECs is almost exclusively through the Haute-Gatineau.

The St-Patrice and Rapide-des-Joachims ZECs recorded 18 453 user days in their area. Their operating and capital expenditure budgets totalled $209 289 in 1980.

The network of outfitters in Pontiac County is large. It consists of 19 outfitters with a total of 737 beds, an average of 43 beds per franchisee and 33.5 beds per licencee.

The total value of the franchisees' capital expenditures is $867 174, for an average value of $78 834. Their total sales were estimated at $255 673 in 1979, for an average of $23 243. The number of employees totals 19, for an average of 1.7 employees per establishment. They recorded 20 034 fisherman-hunter/days (Table 23). The Pontiac County franchisee outfitters represent 27 per cent of the

Table 21

STATISTICS REGARDING THE PONTIAC COUNTY ZECS IN 1980

	Bras-Coupé-Désert	Pontiac	Rapides-des Joachims	St-Patrice
Number of members	3 423	3 160	1 175	1 840
Membership Distribution				
- Resident	87	86%	64%	64%
- Non-Resident	13%	14%	36%	36%
Use				
- Fisherman-Days	12 000	15 000	2 297	5 956
- Hunter-Days	6 450	5 550	5 700	4 500
- Total	18 450	20 550	7 997	10 456
Average Stay (Days)				
- Fishing	1.7	1.9	2.1	1.9
- Hunting	2.8	3.0	4.3	3.5
Revenues				
- Self-Generating Revenue	72 000	60 893	24 000	32 411
- Operating Subsidy	23 000	23 000	16 425	29 500
- Capital Expenditure Subsidy	9 100	8 200	9 500	10 000
- Subsidies From Other Organizations	36 000	39 733	28 453	59 000
- Total	**140 100**	**131 826**	**78 378**	**130 911**

Source: Résumé des principales interventions du S.A.E.F dans le district électoral de Pontiac de 1978 à 1981. MLCP (Outaouais)

Table 22

STATISTICS REGARDING PONTIAC COUNTY
FRANCHISEE OUTFITTERS FROM 1977 TO 1980

Year	1977		1978		1979		1980	
	N	avg.	N	avg.	N	avg.	N	avg.
Number of Outfitters	12	-	12	-	11	-	11	-
Accommodation Capacity	485	40,4	485	40,4	445	40,4	469	43,0
Capital Expenditure Value	929 208,00 $	77 434,00 $	594 627,00 $	49 552,25 $	867 174,00 $	78 834,00 $	-	-
Total Sales	177 108,00 $	14 759,00 $	170 028,00 $	14 169,00 $	255 673,00 $	23 243,00 $	-	-
Number of Employees	18	1,5	14	1,2	19	1,7	-	-
Use								
- Number of Fisherman-Days	10 632	886	12 672	1 056	15 004	1 364	-	-
- Number of Hunter-Days	1 540(1)	140	2 211(1)	201	5 030(2)	503	-	-
- Total	12 172	1 014	14 883	1 240	20 034	1 821	-	-

Source: Annual and activity reports submitted by outfitters
(1) : For 11 outfitters
(2) : For 10 outfitters

Table 23

STATISTICS REGARDING FRANCHISEE OUTFITTERS FOR THE WHOLE OF QUÉBEC, THE OUTAOUAIS AREA (07) AND PONTIAC COUNTY, 1978

	All Québec		Region 07		Pontiac County	
	N	avg.	N	avg.	N	avg.
Number of Outfitters	203	-	45	-	12	-
Accommodation Capacity	7 308	36	1 998	44,4	485	40,4
Capital Expenditure Value	16 389 559 $	80 736 $	4 281 213 $	95 138 $	594 672 $	49 556 $
Total Sales	7 083 946 $	34 896 $	1 536 550 $	34 145 $	170 028 $	14 169 $
Number of employees	829	4,1	168	3,7	14	1,2
Use						
- Number of Fishermen-Days	174 694	860	51 816	1 151	12 672	1 056
- Number of Hunter-Days	37 578**	268	16 621***	395	2 211****	201

Source: Annual and activity reports submitted by outfitters

*: However, this average value was approximately 78 000,00 $ in 1977 and 1979.

**: For 140 outfitters

***: For 42 outfitters

****: For 11 outfitters

outfitters in the Outaouais area and 22 per cent of user/days. This can probably be explained by Pontiac County's lower accommodation capacity compared to the Outaouais region.

The capital expenditure value of Pontiac outfitters ($78 834) is slightly below the provincial average ($80 736) and well under the regional average ($95 138). The same applies to their total sales and number of employees (Tables 22 and 23).

The average business volume for a Pontiac County outfitter is $14 169, whereas it is $34 145 for the Outaouais region and $34 896 for Québec. The average number of employees is 1.2 for Pontiac compared to 3.7 for the Outaouais region and 4.1 for Québec. From these statistics, it appears that there is much room for improvement in the outfitting sector.

According to the outfitting policy prepared by the MLCP, the northern part of Pontiac County is the only area where new franchisee outfitters will be permitted. Three applications are currently being studied.

Outfitting is apparently a very important sector of activity in this county. Nevertheless, its contribution to the area's economic growth could by greatly improved. Consolidation and development are required.

There are 149 registered trapping grounds in the county, with the trapping rights for each area belonging to a single trapper. The yearly furbearer harvest has an average market value of $400 000. Muskrat, beaver and marten are the principal species harvested (Table 24).

Commercial fishing is marginally profitable with a harvest of 4 050 kg valued at $13 082 in 1980(1). Sturgeon, of which caviar is a by-product, is the main species in demand.

The survey regarding La chasse sportive au Québec en 1973-74 et 1975-76 (Game Hunting in Québec in 1973-74 and 1975-76), conducted by the ministère du Loisir, de la Chasse et de la Pêche, reveals that

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(1) MICT Bureau de la statistique du Québec

Table 24
FURBEARER HARVEST
IN PONTIAC COUNTY, FROM 1977 TO 1980

	1977-1978		1978-1979	
	Number of Pelts	Value	Number of Pelts	Value
Weasel	86	60,20 $	74	103,60 $
Beaver	3 689	92 225,00 $	3 606	144 240,00 $
Coyote	0	0	41	3 690,00 $
Squirrel	31	21,70 $	34	57,80 $
Wolf	69	3 795,00 $	19	1 710,00 $
Otter	334	25 050,00 $	284	35 500,00 $
Canada Lynx	9	2 790,00 $	10	4 250,00 $
Red Lynx	0	0	1	245,00 $
Marten	1 878	41 316,00 $	2 182	58 914,00 $
Skunk	12	12,00 $	5	15,00 $
Black Bear	27	1 215,00 $	17	1 241,00 $
Fisher	174	17 400,00 $	123	21 525,00 $
Muskrat	8 875	53 250,00 $	7 506	48 789,00 $
Raccoon	1 384	32 524,00 $	697	28 577,00 $
Silver Fox	1	60,00 $	0	0
Cross-Breed Fox	3	435,00 $	16	2 720,00 $
Red Fox	447	33 525,00 $	397	45 655,00 $
Mink	502	7 530,00 $	323	8 075,00 $
Total	**17 521**	**311 208,90 $**	**15 335**	**405 307,40 $**

Source: MLCP, regional office.

Pontiac County is a major destination for hunters and fishermen. In fact, 3.4 per cent of the total hunter/days and 8.5 per cent of all fisherman/days in Québec are spent in this area.

The results of the same study can be used to extrapolate certain information regarding the economic impact of hunting on Pontiac County. It is estimated that 9 540 hunters visited the Pontiac area in 1975-1976 and that their direct spending amounted to $1 870 000. This represents 2.7 per cent of direct spending by hunters in Québec.(1)

From the MLCP study on game fishing in Québec in 1975, 39 500 fishermen are estimated to have visited the county in 1975. They spent approximately $8 725 000, which is 8 per cent of the total spending by fishermen in Québec.

Direct spending by hunters and fishermen who visited Pontiac County in 1975 amounted to 10.7 million dollars. The expenses were mainly for accommodation, motor fuel, restaurant meals, groceries, cottage maintenance and replacement costs.

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(1) Source: MLCP, Direction régionale de l'Outaouais

Not all this spending was done in Pontiac County. There are two reasons for this: part of the Pontiac County runs into the Haute-Gatineau and the commercial infrastructure of Pontiac's service centres is underdeveloped. Nevertheless, the purchasing power of these hunters and fishermen mostly benefits Pontiac County.

Resort Populations

Pontiac County contains a large number of secondary residences: 1 010 in Pontiac Municipality and 3 379 in the rest of the county, out of a total of 23 408 for the Outaouais region(1) as a whole. The easy-access areas with the most potential are already occupied by resort populations, and their presence is beginning to be felt in the most remote areas. There are several large concentrations of summer cottages on the prettiest beaches along the Ottawa River, at Bristol, Sand Bay and Norway Bay. These are very densely populated resort areas with actual villages on the water's edge. Other major centres are Otter Lake, Ladysmith, Fort-Coulonge and Ile-du-Grand-Calumet.

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(1) Source: MLCP, 1981 SIRTEL Survey.

Table 25
AVERAGE ANNUAL EXPENDITURES OF RESORT POPULATIONS IN PONTIAC COUNTY, BY ITEM

ITEM	PONTIAC	
	$	%
Groceries	839,8	(54,3)
Clothing	47,7	(3,0)
Hardware	62,7	(4,0)
Building materials and gardening items	129,9	(8,4)
Sports equipment	57,0	(3,7)
Motor fuel	241,7	(15,6)
Restaurants, hotels	101,7	(6,6)
Shoe repair, dry cleaner and hairdresser	11,2	(0,7)
Entertainment	3,5	(0,2)
Arts and crafts	4,6	(0,3)
Furniture and electrical appliances	19,2	(1,2)
Miscellaneous	27,0	(1,7)
TOTAL:	1 546,1	(100,0)

Source: Enquête sur les villégiateurs des comtés de Pontiac.
SAO. 1980.

Seventy-nine percent of the cottage owners are from Ontario and most of these, from Ottawa-Carleton County (76.7 per cent); 8.8 per cent are from the Québec region of the Outaouais area and 6.8 per cent, from other parts of Québec.

Total accommodation capacity of the summer cottages in Pontiac County is estimated at 13 500 beds. This figure was obtained by multiplying the number of cottages by the average area occupation rate per cottage, which is 4.5 people. According to the Enquête sur les villégiateurs des comtés de Pontiac et de Papineau (Survey of Country Cottagers in Pontiac and Gatineau Counties) conducted by the Société de l'aménagement de l'Outaouais (SAO) in 1980, 98 per cent of the cottages appear to be occupied by the owner. Thus there are very few cottages for rent.

The Pontiac County resort population spends an average of 51.1 days per year at the cottage, 32.5 on week-ends and 18.6, during the week.

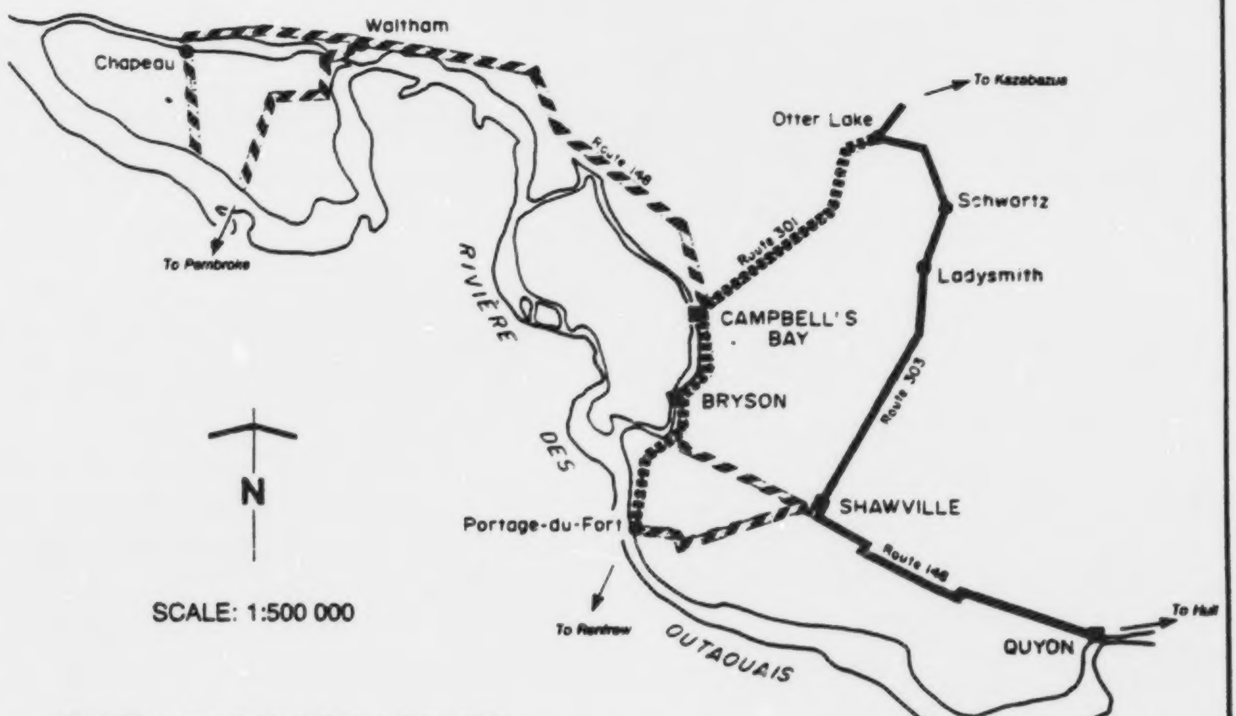
According to the same survey, each resort family spends an average of $1 546 per year. With the number of cottages estimated at 3 000, it can be said that the resort population puts approximately 4.6 million dollars into circulation. However not all this money is spent in Pontiac. In fact, 20 per cent is spent in Ontario thereby reducing the sum spent in Pontiac County to 3.6 million dollars.

Most of this money goes for groceries, motor fuel, gardening equipment, building materials, restaurants and lodging. Shawville benefits most economically from the spending by the resort population, followed by Ottawa, Otter Lake, Campell's Bay and Ladysmith. Shawville's success as a supply centre can be explained by the fact that it has a good commercial infrastructure and that it is well situated on the route that 70 per cent of the resort population uses to reach its cottages. Otter Lake and Campbell's Bay are also well located. Otter Lake is a major destination and approximately 16 per cent of the resort population drives through Campbell's Bay (Map 8).

Map 8

ROADS USED TO REACH COTTAGE (PONTIAC)

	Route	Number of Respondents	Percentage	
1	148 Via Shawville and 303 (Ladysmith, Schwartz)	72	69.9	━
2	303 Via Portage-du-Fort, Shawville	1	1.0	▨
3	301 Via Portage-du-Fort, Bryson, Campbell's Bay	16	15.5	▦
4	148 Via l'Île-aux-Allumettes, Chapeau, Chichester	1	1.0	▨
5	148 Via l'Île-aux-Allumettes, Waltham	1	1.0	▨
6	Other routes	12	11.7	
		103	100.0	


Waltham
Chapeau
To Pembroke
Route 148
RIVIÈRE
DES
OUTAOUAIS
To Kazabazua
Otter Lake
Schwartz
Ladysmith
Route 301
CAMPBELL'S BAY
BRYSON
Route 303
N
SHAWVILLE
Portage-du-Fort
Route 148
To Renfrew
QUYON
To Hull
SCALE: 1:500 000

STUDIES AND RESEARCH, APRIL 1980.
Société d'aménagement de l'Outaouais

Source: Enquête sur les villégiateurs des comtés de
Pontiac et de Papineau, SAO, 1980.

Certain resort development projects are currently scheduled or under construction. The main projects are the work of the MER which, as administrator of crown land, is active in the resort sector through its opening of about forty lots on Gillies, Galarneau, Duhaime and Bell Lakes. These lakes were the subject of studies on biophysical potential. One quarter of the lakeshores are reserved for lots, another quarter for community projects and the remaining half, for conservation. In the MER's opinion, resort development will not be able to continue at this pace due to the limited number of currently accessible high-potential lakes.

Accommodation

The Outaouais area is clearly underequipped both qualitatively and quantitatively with regard to hotel and motel accommodation and the situation in Pontiac County is no better, especially in view of its tourist potential. The facilities available are few and small. The county accounts for 17 per cent of the area's establishments and 13 per cent of its accommodation capacity. Fifteen is the average number of rooms per establishment in the Outaouais region (the lowest in Québec); in Pontiac County, the average is eleven. The quality of accommodation in Pontiac often leaves a great deal to be desired, since 8 establishments do not meet

Table 26

CLASSIFICATION OF PONTIAC HOTELS AND MOTELS, 1982

		Number of Establishments
(0)	Unrated	8
(1)	Comfort - basic	13
(2)	Comfort - average	5
(3)	Comfort - good	1
(4)	Comfort - superior	0
(5)	Comfort - very good, very spacious	0
(6)	Comfort - exceptional, impeccable service	0

Classification Symbols		Class description
(1)	⚜	This class distinguishes hotel establishments where rooms are generally set up, equipped, furnished and decorated in a rather modest fashion. Their quality, cleanliness, appearance and condition are acceptable to the travelling public who are not necessarily looking for total sanitary comfort.
(2)	⚜⚜	This class distinguishes establisments which have most of the basic qualifications of the following classification, but offer lesser comfort.
(3)	⚜⚜⚜	This class distinguishes very comfortable establishments (material, physical, and sanitary). The fairly spacious rooms are well planned, equipped, furnished, decorated and maintained. Most of the time they are equipped with a certain number of conveniences which may vary from one establishment to another.
(4)	⚜⚜⚜⚜	This class distinguishes extremely comfortable establishments (material, physical and sanitary). The spacious rooms are very well planned, equipped, furnished, decorated and maintained. They contain many high quality conveniences. The stay is pleasant. The staff must be competent.
(5)	⚜⚜⚜⚜⚜	This class distinguishes establishments offering great material, physical and sanitary comfort in both winter and summer. The extremely spacious, multiple rooms are planned, equipped, furnished and decorated exceptionally well. The care given to cleanliness and maintenance is generally remarkable.
(6)	⚜⚜⚜⚜⚜⚜	This exceptional class distinguishes establishments which, in addition to meeting all the requirements for the preceding classifications, have the highest level of material, physical and sanitary comfort, in every respect.

N.B. -- Some establishments would rate within a higher class for their services, atmosphere and decor, but sanitary comfort requirements prevent this.

Source: Répertoire des hôtels et motels, MICT, 1982
(Hotel and Motel Directory, MICT, 1982)

Table 27
PONTIAC COUNTY HOTELS AND MOTELS
1982

LOCATION	ESTABLISHMENT	CLASSIFICATION (FLEUR DE LYS)	NUMBER OF ROOMS
Bristol	Pine Lodge Hotel	0	17
Bryson	Saunders Half Way Motel	2	10
Bryson	Motel Rose	2	6
Bryson	Motel Oasis	1	11
Bryson	Bryson Lodge	0	6
Bryson	Maison Saunders Tourist Rooms	0	5
Bryson (Litchfield)	Motel des Artistes	0	10
Campbell's Bay	Hôtel Morin	0	10
Chapeau	Hôtel Chapeau	1	10
Chapeau	Hôtel Kéon	1	6
Fort-Coulonge	Hôtel Chez Julie	1	10
Fort-Coulonge (Mansfield	Motel André	2	11
Fort-Coulonge (Mansfield	Motel de la rivière Coulonge	1	14
Grand-Calumet (Île du)	Hôtel Albert	1	8
Ladysmith (Thorne)	Silver Maple Hotel	0	8
Luskville (Eardley)	Auberge Luskville Inn	0	10
Otter Lake (Leslie-Clapham)	Motel Bellevue	1	10
Portage-du-Fort	Auberge du Mont-Blanc	2	7
Portage-du-Fort	Auberge Lakeside Inn	1	8
Quyon	Fairbanks Hotel	1	11
Quyon	Hôtel Gavan	1	9
Rapides-des-Joachims	Hôtel Pointe aux Pins	1	10
Shawville	The Ed & Ellen Place Motel	3	15
Shawville	Pontiac House Hotel	1	9
Shawville	Clarendon Hotel	0	10
La Vérendrye Reserve	Auberge Le Domaine & Chalets	2	23
La Vérendrye Reserve	Auberge Chez Dorval	1	31

Source: Répertoire des hôtels et motels, MICT, 1982.
(Hotel and Motel Directory, MICT, 1982)

the minimum requirements to be rated by the MICT. Thirteen establishments have moderately comfortable accommodation, six fairly comfortable, and one, comfortable. There are no four or five fleur-de-lys establishments in the county.

Hotel revenues mainly come from the sale of liquor, since the hotel occupation rate in rural areas has gradually decreased over the last few years. It has decreased to 22 per cent in 1980.(1)

Pontiac County has 7 campgrounds with a total of 367 sites, which accounts for only 9 per cent of the camp sites in the Outaouais region. Of these 367 sites, 135 are located at the Centre touristique du lac Leslie which is managed by the SAO (Table 28).

The occupation rate for the period of operation is 62 per cent which, along with the Haute-Gatineau, is the lowest occupation rate in the Outaouais area. At $175.00, the average revenue per site is also the lowest in the Outaouais region. Customers come mainly from the Hull-Ottawa metropolitan area (46 per cent), the immediate area (29 per cent), and Ontario (19 per cent) (Table 29). Some of the small campgrounds have not yet obtained a permit from the ministère de l'Industrie, du Commerce et du Tourisme.

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(1) Enquête sur le terrain, SAO, 1980.

Other types of accommodation are practically non-existent, with the exception of two summer camps: Camps Alle-Lu, at Île-aux-Allumettes, and B'Nai B'Rith, in Pontiac municipality. Pontiac County has no vacation farms or outdoor centres.

Commercial Tourist Facilities

There are few of these facilities in Pontiac County. There are two commercial sugarhouses, a negligible number, given the county's biophysical potential in this sector of activity and the 23 sugarhouses operating in the Outaouais region.

Table 28

CAMPING ESTABLISHMENTS, PONTIAC COUNTY, 1980

Location	Establishment	Number of Sites	Rates without Services/ With Services $
	PONTIAC		
Norway Bay	Riverview Inn Campground	40	4
Norway Bay	Pine Lodge Campground	32	4
Fort-Coulonge	Whelan Campground	36	4/5.5
Île-des-Allumettes	Boire's Campground	40	4.5/5
Île-des-Allumettes	Eastview Campground	60	4
Ladysmith	Forest Haven Campground	24	5/5.5
Otter Lake	Centre touristique du lac Leslie	135	6/8
		367	

7 establishments: 6 private = 232 sites
1 public = 135 sites

Average Rate: 4.5/6 $

Source: Enquête sur le terrain, SAO, 1980.

Table 29

STATISTICS REGARDING THE USE OF PRIVATE CAMPGROUNDS ON SAO TERRITORY, 1980

	Sub-Areas / Characteristics	Basse-Gatineau	Haute-Gatineau	Le Lièvre	Pontiac	Papineau Petite-Nation
	Occupation Rate for Period of Operation	80%	59,5%	83,5%	62%	72,5%
	Portion of Occupation Rate Used by Seasonal Campers	65%	33%	69%	31,4%	49,5%
SOURCE OF CLIENTELE	Immediate Area	-	22,5%	5%	29%	2,5%
	Hull-Ottawa	65%	54%	67,5%	40%	35,8%
	Montreal Area	7%	9%	15,5%	1%	36,9%
	Elsewhere in Québec	10%	13%	8%	3,4%	6,6%
	Elsewhere in Ontario	10%	0%	1,5%	19%	13,3%
	United States	2%	1,5%	0,5%	1%	3,3%
	Other Areas	1%	0%	2%	0,6%	1,6%
TYPES OF CLIENTELE	Families with Children	70%	71%	72,5%	63%	61,7%
	Couples (under 30)	5%	6%	15,5%	11%	11,2%
	Couples (30 and over)	17%	13,5%	6%	13,5%	18,2%
	Groups of Friends	8%	9,5%	5%	12,5%	8,3%

Source: Enquête sur le terrain, SAO, 1980.

There are 4 nine-hole golf courses located near the main resort centres: Norway Bay Golf Course, Pine Lodge Golf, Pontefract Golf Club and Island Brae.

The information regarding horseback riding facilities is incomplete. However, the county does have a few riding centres which might benefit from the growing popularity of overnight trail rides and classic equestrian sports. A classic equestrian sports association is currently being formed in the Outaouais region.

Outdoor Activities

There is considerable potential for such outdoor activities as hiking and cross-country skiing, canoe-camping trips, and white-water rafting, but these are almost totally undeveloped. Snowmobiling is, however, very developed in the county.

There are no hiking or cross-country ski trails or any marked-out canoe-camping routes. Some rivers, such as the Dumoine River, are already being used for canoe trips. In the area of Île-du-Grand-Calumet and Île-aux-Allumettes, the Ottawa River affords a spectacular series of rapids which are used commercially by 3 or 4 outdoor activity outfitters, based in either Pembroke or Ottawa.

Wilderness Tours, a company known for its Colorado and Hudson river expeditions, organizes rafting trips here as well.

MLCP statistics indicate that the county's three snowmobile clubs total over 1 000 members and maintain a very elaborate network of trails (911 kms). The economic spinoffs from this activity are very important for the small inns and businesses that serve the snowmobilists. On an annual basis, the number of recreation-days related to this activity is considerable. Statistics also show that much of the Pontiac snowmobile clubs' membership come from Ontario.

4.4 Strategies for Development

Strategies for development should be consistent with the county's potential and meet the needs of the tourist clientele. Pontiac's potential lies mainly in the quality of the natural environment and picturesque towns and villages.

Tourist motivation surveys reveal that while on vacation, nearly 50 per cent enjoy touring by car or engaging in various outdoor activities in a high-quality natural environment.

The development of tourist routes that would link the county's main municipalities and include numerous natural, cultural, historical and recreational sites in the itinerary would certainly be an excellent way of attracting many tourists. It might be advantageous to develop these routes in conjunction with Ontario.

The county's main tourist route is Highway 148 which runs along the Ottawa River between Aylmer and Fort-William. This road is dotted with numerous interesting sites and establishments which would need to be developed and made accessible to visitors. Tours of buildings of architectural value, historical sites and dams could be promoted.

The Ottawa River, one of the main ressources on this route, is barely accessible. Vistas of the river in the form of roadside lookouts or parks could be developed, especially along the rapids near île-du-Grand-Calumet and île-aux-Allumettes. A tour guide of the route would naturally have to be assembled.

An important condition to the viability of such a route would be the existence of a stopover town located a good distance from the point of departure. A stopover town usually contains a concentration of lodging facilities, restaurants, services and attractions capable of meeting the tourists' needs. The Fort-Coulonge area already meets many of the conditions for becoming this type of town. Within a radius of several kilometres are such attractive tourist facilities as Domaine Pontefract, the Centre touristique du lac Leslie and the Mont-Chili ski centre. It also offers good quality accommodation. Tourist attractions abound: the Marchand covered bridge, Bryson House and Coulonge Falls. The most obvious deficiencies are in the area of restaurant and camping facilities. A link between the Centre touristique du Lac Leslie and the falls area, a distance of approximately 11 km, would be of great advantage.

Pontiac County is a paradise for outdoor enthusiasts. Outdoor tourism is in full expansion; it implies a stay in a quality natural environment, in the country or the woods, and the practice of an outdoor activity, such as hunting or fishing, hiking or cross-country skiing, canoe trips, or overnight trail rides, etc. There are already a certain number of facilities serving part of this clientele, namely resort establishments and hunting and fishing outfitters.

The resort population is a source of strong economic activity in Pontiac County. However, in view of current use of the cottages, the clientele could be increased through a weekly rental system. According to the SAO survey, 7 per cent of the owners would be interested in this formula.

The resort population has played and still plays an important role in the county's economy. However, it can no longer be considered a driving force behind tourist development. In fact, the most accessible sites and those with the highest potential are already occupied and attractive locations for new development projects are becoming increasingly scarce and more remote.

On the other hand, the outfitting sector offers a better potential for development. The last remaining areas that might be used for new franchisee outfitters in the Outaouais region are located in Pontiac County. Demand in this sector is still high and the county's wildlife potential is an additional incentive for considering the sector's expansion and consolidation potential.

Enlarging the outfitters, renovating existing buildings and diversifying activities related to wildlife development should assist in the achievement of this objective. Other activities, such as resort activities during the slack periods (July and August), could be promoted.

Apart from cottages and outfitters, other types of facilities and accommodation are geared to outdoor activities. The best known formulas are vacation farms and outdoor centres. These structures are nonexistent in Pontiac County. However, the Association touristique du Pontiac plans to make county farmers aware of this form of tourism.

Outdoor centres(1) are becoming increasingly more numerous in Québec. JAL and Phohénégamook in the Lower St. Lawrence are well known; the Auberge du Petit Bonheur, in the Laurentians, is a pioneer in the sector; CEPAL in the Saguenay-Lac St-Jean region is recognized as a real "outfitter" of outdoor activities and Jouvence, in the Eastern Townships, attracts families both winter and summer. In the Outaouais region, Camp Air-O-Bois has achieved "outdoor centre" status, while Katimavik and the Centre touristique de la Petite-Rouge are comparable to outdoor centres.

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(1) According to the ministère du Loisir, de la Chasse et de la Pêche, an "outdoor centre" is a resort in a natural environment. It consists of an integrated set of human and physical resources that provide a diversified clientele with a program of activities based on the relationship between the individual and nature, in a recreational situation.

There are many sites suited for development as outdoor centres in the county, but some are more promising than others. For example, there is Fort-William which is classified as a historical site and has outstanding beaches along the Ottawa River. Another example is Otter Lake where there is a major concentration of lakes and SAO land and facilities that ought to be developed.

The county has human resources and skills that could prove extremely useful in organizing and operating this type of outdoor activity facility. The outfitters, for instance, are familiar with providing activities and accommodation in a natural setting. There are a few ranches that might be in a position to promote overnight trail rides, and some companies are already very skilled in organizing white-water rafting on the Ottawa River.

The Association touristique du Pontiac and the Association touristique de l'Outaouais, founded in 1981, have an important role to play in informing, stimulating and informing the milieu of the county's tourist potential.

5. THE MINING POTENTIAL

5.1 General

There are currently no mines or quarries in operation in Pontiac County. At best, a few sand pits meet road work requirements and the remains of the old Hilton mine, at Bristol, provide crushed stone. However, the county's substratum does contain ore reserves, some of which have already been developed. The Pontiac mining sector even employed between 400 and 500 workers back in the sixties.(1)

The Hilton Mine began operation in 1958 with an initial annual production volume of 500 000 tons of iron pellets, which increased to one million tons the following year. Its pellet-making process was among the most modern in North America. The production was shipped by rail to Hamilton, Pittsburg and Tracy. By the time the mine closed in 1977, it employed 320 full-time workers and 40 summer students, most of them residents of Bristol, Quyon and Shawville.(1)

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(1) Statistics Canada, 1961 Census, 1971 Census.

The New Calumet Mine, in Grand-Calumet Township, produced over three million tons of 6 per cent zinc ore, between 1943 and 1968. Fluorite, mica and molybdenum deposits have also been mined in Pontiac County. For example, the Moss Mine, north of Quyon, produced nearly 400 tons of molybdenum between 1915 and 1944, operating intermittently. These mining operations, often marginally profitable, were abandoned as market conditions and cost structures dictated.

5.2 Sectoral description and analysis

To date, the Pontiac County area has been subject to fairly thorough geological surveys. Prospecting has revealed only a few rather negligible ore deposits. Most of these deposits could not be mined economically under present conditions, either because of too low a content, insufficient size, or simply because of the lack of a market. Some of the deposits do, however, present some attraction.

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(1) Rapport du Comité de reclassement des employés de Hilton Mines Ltd. Hilton Mines Ltd.; United Steelworkers of America, Local 5656; Department of Manpower and Immigration of Canada; ministère du Travail et de la Main-d'oeuvre du Québec. Bristol, Québec. 1977, 19 pages.

The current economic market is not conducive to the development of new markets or to an improvement in price and cost structures that would make new operations viable. The experts at the ministère de l'Énergie et des Ressources have, however, for the purposes of this report, identified Pontiac's main areas of mining potential which, as conditions improve, could in some cases contribute to the county's economic growth.

A geological survey commissioned by the former ministère des Richesses Naturelles reported the existence of a significant reserve of garnet in Leslie Township. Garnet is used as a natural abrasive, for instance in manufacturing sandpaper.

Recent prospecting by the ministère de l'Énergie et des Ressources in the Portage-du-Fort area has helped to pinpoint strata of very pure dolomite that meet the chemical specifications for the production of magnesium. Certain limestone deposits could potentially produce building stones and road aggregates, especially at Quyon and in the île-aux-Allumettes area.

One of the major potential sources of fluorite in Québec is located in Pontiac County (the Turin Valley deposit in Huddersfield Township).

There are several graphite deposits in Pontiac County, but their content is inadequate to be mined commercially (from 2 to 5 per cent). It is not impossible, however, that really worthwhile concentrations, in the order of 10 per cent, may one day be discovered. A feldspar deposit has been detected in Waltham Township however, there is currently no market for feldspar.

Five peat bogs are reported in Pontiac County, all of very limited size. None contain any peat of commercial value.

A few of the lakes in the county contain good-quality marl. In the past, marl has been used for soil improvement in certain areas of Québec but is no longer used because of high extraction costs.

In the area of metal mining, over 18 deposits or signs of molybdenum have been reported in Pontiac County. Molybdenum is a metal mainly used in the production of steel alloys. However, because the Pontiac deposits are small and of little value, there has been little prospecting for this metal in the county in recent years.

There are several small uranium deposits, some of which seem to have reserves, principally in Huddersfield and Grand-Calumet Townships. Most of the prospecting and discoveries occurred in 1954-1955 and little has been done since. At first glance, the current price of uranium is much too low and demand for the metal too poor to warrant mining deposits of the type found in the Pontiac area.

Prospecting remains relatively inactive in Pontiac County as a direct consequence of the lack of production. Furthermore, the minor attraction of the few ore deposits reported and, especially, the lack of favourable geological formations have tended to discourage prospecting. However, the possibility of a major discovery should not be ruled out as anything is possible in this field. The probability nevertheless, remains poor.

5.3 Strategies for Development

With regard to industrial minerals like garnet, fluorite and dolomite, certain deposits contain sufficient reserves to warrant mining on a small or medium scale and could be developed if the markets expand.

Metals such as molybdenum and uranium also afford some potential. However, it would seem that the Pontiac deposits are nowhere near reaching the break-even point. Neither are the markets guaranteed.

In terms of prospecting, the probability of discovering major new ore deposits remain dim. It would prove more profitable to concentrate on prospecting for small high-content deposits, with a potential for very high-quality products, especially in the area of industrial minerals. From this standpoint, the Pontiac deposits would have the advantage of being relatively close to the markets.

6. HYDRO-ELECTRIC POWER

6.1 General

Pontiac County has two hydro-electric power stations. Hydro-Québec operates the 61-megawatt Bryson power station(1) at Île-du-Grand-Calumet. The government-owned corporation has a county business office in Shawville that employs 27 people. Electric Pembroke Light, based in Pembroke, supplies electricity to Chichester and Sheenboro Townships, in the northern part of the County, from a small power station located on the Noire River, near Waltham, Québec.

Hydro-Québec serves most of the customers in the county, approximately 8 000. Its distribution network consists of 1 300 kilometres of power lines with three distribution sub-stations at Bristol, Bryson and Davidson. The network operates well under capacity and electrical power is still abundantly available.

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(1) Hydro-Québec, 1981 Annual Report.

6.2 Sectoral description and analysis

There is some potential for hydro-electric development in Pontiac County. The Rocher Fendu channel, near Île-du-Grand-Calumet, might afford a valid alternative to the aging Bryson power station. The flow of the Rocher Fendu channel is higher than that of the Grand-Calumet channel, but its hydro-electric potential is as yet unknown.

According to Hydro-Québec preliminary data, the Coulonge River offers three possible development sites with a maximum output of 150 megawatts and the Dumoine River could support a 25-megawatt power station. Both rivers have the advantage of being well situated and of average size, making development costs reasonable.

No development should be expected in the short term. The low demand for electricity in recent years and the existence of better sites elsewhere in Québec have led to the postponement of all development work in Pontiac County. The county's most promising sites are still in the early stages of a long process of appraisal and planning that may eventually result in specific development projects for hydro-electric power stations.

6.3 Strategies for Development

Continued study by Hydro-Québec of the county's hydro-electric potential is proving to be the main avenue for medium or long-term development of new electrical power stations in Pontiac County.

7. LARGELY UNDIVERSIFIED MANUFACTURING ACTIVITIES

7.1 General

Only 11 manufacturing firms are registered in Pontiac County. Table 30 lists the name, sector of activity and number of employees for each of these firms. However, this list does not include the 9 working sawmills which operate only a few months of the year in order to accommodate the owners of woodlots. Commonwealth Plywood also operated a mill that has employed some thirty workers at Rapides-des-Joachims, until a fire ended to its activities in 1981.

With regard to the latest available statistics, the manufacturing firms in the county made deliveries totalling $136 million in 1980(1), mainly in the primary wood sector. The county also has a few small firms operating in other sectors such as printing, precision tooling and food production, but wood manufacturing remains by far its main activity.

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(1) Statistics Canada, preliminary data for publication 31-209, Manufacturing Industries of Canada: Sub-Provincial Areas

Table 30
PONTIAC COUNTY MANUFACTURING FIRMS - 1982

Name	SECTOR OF ACTIVITY	NUMBER OF EMPLOYEES
- Consolidated-Bathurst Ltd Pontiac Division Portage-du-Fort	Bleached Kraft Pulp	371
- Eddy E B Forest Products Ltd J.E. Royle Division Davidson	Sawmill and Planing Mill	235
- Les Industries Fortin Inc. Fort-Coulonge	Lumber	50
- Ben Hokum & Sons (Québec) Ltd Shawville	Lumber	35
- Hilton Construction et Equipment Division of Lamarche McGuinty Inc. Shawville	Crushed Stone	22
- Pontiac Printshop Inc. Shawville	Commercial Printing	15
- Agrodor Coop Balharrie Feeds Quyon	Livestock Feed	9
- H.I. Hobbs & Sons Ltd. C.P. 117 Shawville	Livestock Feed	7
- Pontiac Home Bakery Shawville	Bread	5
- Trenka et Associés Ladysmith	Precision Tooling	4
- Melvin F. Strutt & Son Shawville	Sawmill	1
	TOTAL	754

Source: Industrie, Commerce et Tourisme, Québec, *Répertoire des entreprises manufacturières, 1982, Région - Outaouais*.

In fact, it accounts for some 700 of the 760-odd jobs in the manufacturing sector, or over 90 per cent of the total. In comparison, the wood and pulp and paper sectors correspond to 60 per cent of manufacturing jobs in the Outaouais region and to less than 15 per cent of all the manufacturing jobs in Québec.

Eddy EB Forest Products Ltd, in Davidson, and the Consolidated-Bathurst pulp mill at Portage-du-Fort, employ 80 per cent of the workers in the manufacturing sector. It follows that small business plays a rather modest role. The Industries Fortin Inc. sawmill at Fort-Coulonge, with 50 employees, and the Ben Hokum sawmill in Shawville, which employs 35 workers, are the two main small business representatives.

The history of the manufacturing firms currently operating in the county are very revealing with regard to the driving forces in this sector. The obvious conclusion is that wood manufacturing has thrived in recent decades, more often than not under the impetus of large firms and non-local investors.

Starting in the late forties, J.E. Boyle Ltd. operated several sawmills in the county area. The company built a small village on Jim Lake to house the employees of the mill. The purchase, in 1955, of the old James Davidson mill at the mouth of the Coulonge River enabled the company to centralize its sawmill activities. E.B. Eddy Ltd bought the J.E. Boyle Ltd. mill in 1965. Destroyed by fire in 1966, the sawmill resumed activity in 1969, notably with regard to white pine. E.B. Eddy has since enlarged the mill (in 1976) to process spruce and jack pine and in 1980 added planing equipment.

The Consolidated-Bathurst pulp and paper mill at Portage-du-Fort was established in 1967. In fact, the Québec mill was the subject of an agreement between the government and the company particularly as regards the supply of pine to the Breaside mill (Ontario). At the time, the investment was assessed at $80 M.

Les Industries Fortin Inc. was founded in 1965. Operations began with ten employees and the manufacturing of sized lumber and timber. Today, the firm employs fifty workers. Ben Hokum & Sons, a firm in Renfrew County, Ontario, built its Shawville sawmill in 1974.

The few firms in the other sectors are mostly long-established family businesses. For instance, Agrodor (Belharrie Feeds), Pontiac Printshop Inc., H.I. Hobbs & Sons Ltd. and Pontiac Home Bakery Reg. have been in operation for more than 25 years. Two of these have even celebrated their centennials. There are, therefore, very few new manufacturing firms other than in the wood sector. Trenka et Associés which specializes in precision tooling, is the one exception, only being established in Ladysmith since 1978.

7.2 Sectoral description and analysis

Generally speaking, the Pontiac area manufacturing industry is neither more nor less developed than that of the entire Outaouais region, given the population ratio. It is however, more dependent on the major forestry companies than the Outaouais region; the local small business sector is poorly developed and relatively undiversified. The Pontiac manufacturing industry shares, to an even greater degree, the characteristics and problems typical to Outaouais region industry. In both cases, manufacturing is dominated by the major forestry firms, and the latter are not integrated with the regional economy. Other than forestry operations, sub-contracting is practically nonexistent and production goes almost entirely to other parts of Québec and Canada and the export markets.

Certain specific supply problems may be inhibitive to the growth of the forestry products sector in Pontiac.

Ben Hokum does not have a guaranteed supply and is not included in the assignment program, except hemlock. Its mill is relatively modern, since it was built in 1974. This company's markets afford outlets for most if not all wood varieties, including hemlock which is usually left standing.

The guaranteed supply of white pine granted the Braeside sawmill (Ontario) by an Order-in-Council (A.C. 1254) could prove prejudicial to the E.B. Eddy Ltd mill or the Fortin Inc. sawmill, should there be a decrease in the available supply.

The large quantities of chips and logs shipped from Ontario to the Portage-du-Fort mill could represent an appreciable loss of revenue and wood materials for Québec since it is one less potential outlet for chips produced in Québec and for the inferior quality trunks which are left standing in regular lumber operations. The situation also tends to detract from forestry development in Québec. At first glance, the exports and imports tend to balance out in terms of the volume exchanged. However, the raw materials exported are of high quality, whereas we import low-quality raw materials that are already abundantly available in Québec.

7.3 Strategies for Development

The potential for long-term development of the manufacturing industry in Pontiac County depends to a large extent on wood manufacturing activities. It is therefore to be expected that the current difficult climate will, for a time, affect the growth prospects for sawmill activities and, to a lesser extent, pulp and paper activities.

Other than considerations of a short-term economic nature, the wood sector has currently reached its saturation point under the traditional methods of forest development and existing infrastructure. Technological improvements would, however, help to increase productivity in the sector. Similarly, the development of forest road networks, already under way with the new Davidson-Nigault Lake road, will enable the mills to obtain their raw materials at a lower cost. A search for new market outlets for non-conventional varieties and lengths, and secondary and even tertiary processing of new, non-conventional products would certainly benefit Pontiac County.

For instance, the Portage-du-Fort mill could double, if not triple, production based on deciduous fibre, which is plentiful and within easy access of inhabited areas. Also the manufacturing of sized lumber, hardwood components, charcoal, briquettes or artificial logs would promote secondary and tertiary wood processing.

While the central role played by wood manufacturing is to be acknowledged, Pontiac County could benefit from a certain amount of diversification in its manufacturing activities. It might be appropriate to encourage the establishment and growth of agro-food firms, or firms that merely meet local market requirements. From this standpoint, the proximity of Ontario communities such as Pembroke, which may possibly have inhibited the growth of local small business in Pontiac County, offer on the other hand an attractive market for firms that settle in the area.

Those who support the growth of Pontiac cannot afford to be too demanding with regard to the location and type of new manufacturing firms that might be willing to settle in the area. It would be more advantageous to encourage and support any valid undertaking that would create manufacturing jobs.

8. TRADE POLARIZED BY ONTARIO

8.1 General

Expenditures by Pontiac County households are evaluated at 43 million dollars (1982). Almost 62 per cent of the purchase flow is internal, within the county, and 8 per cent, elsewhere in Québec, whereas 30 per cent of the purchase flow is external, i.e. to Ontario. The purchase flow outside the county represents a loss in the order of 160 permanent jobs for the Pontiac area.(1)

There is no intermediate-level service centre on the Québec side. This need is filled by the town of Pembroke, Ontario. The outflow of trade to Ontario affects a wide range of goods and services.

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(1) It is generally acknowledged that one permanent job is equivalent to $100 000 in retail business volume.

8.2 Sectoral description and analysis

The Urban and Commercial Structure

The commercial structure of Pontiac County is based upon small towns of limited influence and upon small local centres. Included in the latter are the municipalities of Otter Lake, Bryson and Chapeau, their businesses supplying such basic goods and services as groceries, restaurants, hardware, car repairs and clothing.

Shawville, Fort-Coulonge and Campbell's Bay are small towns of limited commercial influence. These are localities providing more specialized services than the local centres (medical and dental clinics, pharmacies, movie theaters, sports arenas).

Within Pontiac there are no regional centres offering a concentration of intermediate or superior goods and services, such as hospitals, specialized medical centres, colleges and universities, etc.

The size of the towns (under 2 000 inhabitants), their scattered location pattern and the proximity of an intermediate centre like Pembroke, Ontario (14 206 inhabitants) largely explains the imbalance in the county's commercial structure.

The Flow of Goods and Services

An analysis of the trade flow is required to understand the commercial context of Pontiac County. L'Étude de flux de biens et de services dans les comtés de Papineau et de Pontiac, a study of the flow of goods and services in Papineau and Pontiac counties, conducted by the INRS in 1979 on behalf of the Société d'aménagement de l'Outaouais, supplemented by the Léon Lajoie study entitled Le dynamisme du commerce de détail dans les comtés de Papineau et de Pontiac, provide an excellent introduction to the issue.

Three localities control most of the trade activities in the county: Shawville, Fort-Coulonge and Campbell's Bay. Together, they have over 100 retail businesses, accounting for 70 per cent of the county's trade establishments. In 1981, the sales volume for these establishments totalled $23 million, or 53 per cent of the expenditures of both the resident and resort populations in the county.(1)

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(1) Lajoie, Léon - "Le commerce de détail dans le comté de Pontiac: propositions de développement" - SAO, May 1982, page 1.

Shawville is the largest commercial centre in the county with a business volume of $12 million, or 28.4 per cent of all county retail sales (Table 31). Shawville has the largest variety of stores and services. Its commercial influence is fairly widespread since it ranks first for all basic shopping and services, as well as for certain other intermediate-level services, such as general medicine, pharmacy and the sale of home appliances and cars (Table 32). Its area of influence extends throughout the eastern part of the county and the Otter Lake sector (Map 9). Communities like Bryson and Otter Lake are heavily dependent upon it.

The municipalities of Fort-Coulonge and Campbell's Bay have a more limited influence. The value of the trade flow in each of these communities is only a third of that in Shawville, namely 6.6 million or 15.4 per cent for Fort-Coulonge and 4.2 million or 9.7 per cent for Campbell's Bay. Fort-Coulonge reports more trade activity than Campbell's Bay, which may be due to a larger population pool.(1)

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(1) Fort-Coulonge (1981) = pop. 1 616, Mansfield and Pontefract (1981) = pop. 2 201.

Table 31

SHOPPING LOCATIONS USED BY PONTIAC COUNTY RESIDENTS, 1981

Categories	**In the County**				**Elsewhere in Québec**			**In Ontario**				**Other**
Municipalities	Shawville	Campbell's Bay	Fort-Coulonge	Others in the county	Hull	Gatineau	Montréal	Ottawa	Pembroke	Renfrew	Others in Ontario	Elsewhere
Spending Volume ($,000)	12 235	4 187,5	6 625	3 604,7	1 232,04	309,09	195,9	4 275,13	6 369,17	1 941,66	343,93	1 832,8
% of Buying Power	28,36	9,7	15,36	8,36	2,85	0,71	0,45	9,9	14,75	4,5	0,79	4,21
	61,78				4,02			29,96				4,28
Spending Volume per Category ($,000)	26 252				1 737			12 929,9				1 832,8

Total $43 151 900

Source: Léon Lajoie, Le commerce de détail dans le comté de Pontiac, SAO, 1982.

Table 32
NUMBER OF SHOPS AND ESTIMATED BUSINESS VOLUME IN TOWNS SERVING PONTIAC COUNTY in 1981

Localities Sectors	Shawville	Campbell's Bay	Fort-Coulonge	Total
	N Commercial	N Commercial	N Commercial	N Commercial
Men's Clothing	1	-	-	1
Women's Clothing	3	-	-	3
Children's Clothing	1	-	-	1
Family Clothing	2	1	2	5
Hand., Sewing and Fabrics	3	3	-	6
Shoes	1	-	-	1
General Groceries	1	-	2	3
Specialized Groceries	4	6	6	16
Department Store	4	2	2	8
Pharmacy	1	1	1	3
Hardware	2	1	1	4
Furniture and Appliances	6	2	2	10
Tobacco-Book Store	2	-	1	3
Hand. and Souvenirs	1	3	2	6
Jewelry	4	-	1	5
Music	-	-	-	-
Sports Equip.	2	-	2	4
Car & Truck Sales & Maintenance	8	4	5	17
Car Parts & Acc.	2	-	2	4
Miscellaneous	4	3	3	10
Total	**52**	**26**	**32**	**110**
Total estimated business volume	**12 235 000$**	**4 187 500$**	**6 625 000$**	**23 047 500$**

Source: Léon Lajoie, Le commerce de détail dans le comté de Pontiac. SAO, 1982.

As for the commercial vitality of these localities, Fort-Coulonge and Campbell's Bay have, in recent years (1978 to 1981), recorded a higher percentage of commercial investments than Shawville. The proportion of Fort-Coulonge shops that have invested over $1 000 in any given year between 1978 and 1981 is 89.7 per cent; the percentage is 70 per cent in Campbell's Bay and only 38.4 per cent in Shawville. However, while the investments in the Shawville commercial structure were few in number, they were large, whereas Campbell's Bay and Fort-Coulonge recorded a large number of small investments. These observations reveal that the commercial activity in these two towns is in a growth period characterized by numerous small commercial investments in several product lines. In Shawville, investments are in the strongest sectors of commercial supply; the trend is one of consolidation.(1)

Only 62 per cent of the expenditures by Pontiac households are made in the county. The outflow of buying power to Ontario is considerable, to the detriment of both Pontiac County and the City of

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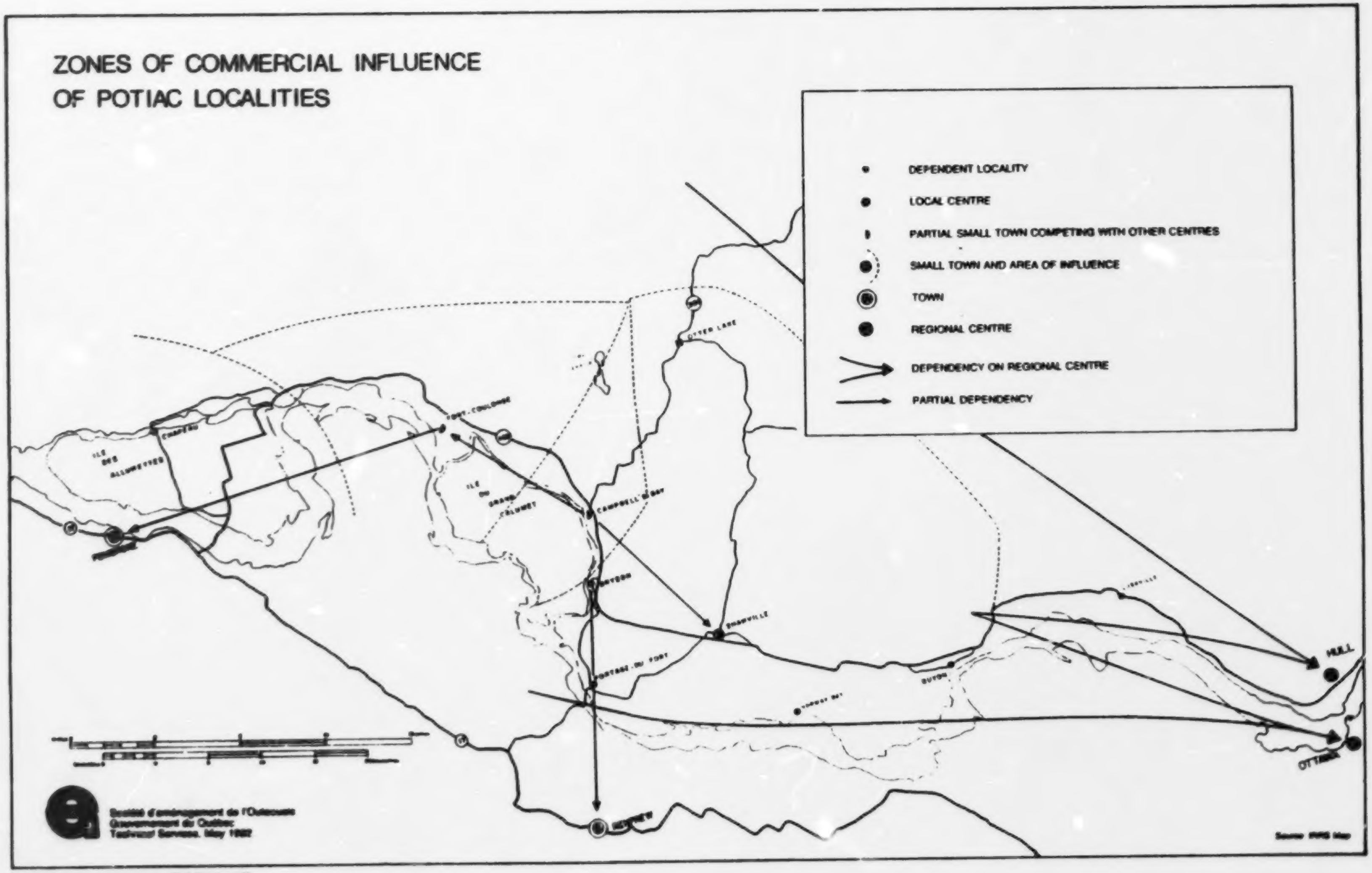
(1) Lajoie, Léon - Le commerce de détail dans le comté de Pontiac: propositions de développement - SAO, 1982, pages 6-7.

Map 9

ZONES OF COMMERCIAL INFLUENCE OF POTIAC LOCALITIES



ILE DES ALLUMETTES
CHAPEAU
FORT-COULONGE
ILE DU GRAND CALUMET
CAMPBELL'S BAY
OTTER LAKE
BRYSON
SHAWVILLE
PORTAGE-DU-FORT
NORWAY BAY
QUYON
HULL
OTTAWA

- DEPENDENT LOCALITY
- LOCAL CENTRE
- PARTIAL SMALL TOWN COMPETING WITH OTHER CENTRES
- SMALL TOWN AND AREA OF INFLUENCE
- TOWN
- REGIONAL CENTRE
- DEPENDENCY ON REGIONAL CENTRE
- PARTIAL DEPENDENCY

Société d'aménagement de l'Outaouais
Gouvernement du Québec
Technical Services, May 1982

Source: [illegible] Map

Source: Léon Lapie Le commerce de détail dans le comté du Pontiac. S.A.O. 1982

Hull (2.8 per cent of purchases), which is having difficulty asserting itself as an intermediate or higher-level regional centre.

Although Shawville plays an important commercial role, its influence in the western part of the county is weak. Residents of Fort-Coulonge and the surrounding area are drawn to Pembroke instead and contribute to a commercial outflow to Ontario in the order of $6.4 M a year. Residents of the area surrounding Campbell's Bay and Bryson are drawn to Renfrew which has about $1.9 M of Pontiac's trade activity cornered.

Ottawa has an especially strong attraction in the eastern part of Pontiac, its influence being greater than Hull's throughout the county. Expenditures made by Pontiac households in Ottawa total 4.3 million dollars. In short, 12.9 million dollars or 30 per cent of the volume of expenditures disappears into Ontario.

The outflow to Ontario is particularly strong in the clothing sector ($4.7 M), the food sector ($3.6 M), the automobile sector ($1.7 M), and the furniture and appliances sector ($1.5 M). Tables 31 and 32 provide additional information in this regard.

8.3 Strategies for Development

Any strategies for development should aim to reinforce the commercial role of county service centres in order to increase the residents' purchase opportunities.

This orientation was clearly expressed in the Léon Lajoie study and operates at two levels of activity, the county level and the level of localities that are acknowledged service centres.

At the county level, the local authorities working in cooperation with the merchants' associations, will promote the complementary development of the commercial structures of Shawville, Fort-Coulonge and Campbell's Bay. Identification of a commercial vocation for each of these localities would help to eliminate competition for customers in the centres.

The identification of commercial vocations must be based on the acknowledged strengths of each locality. In the case of Shawville, the accent should be on developing the shopping sectors. These sectors carry such relatively specialized products as clothing, furniture and appliances, meat, restaurant services, movie theaters and the sale of records. In Campbell's Bay, the development of specialized commercial operations within professional and medical services and the accommodation sector should be promoted. Accommodation sectors refer to the supply of commonly used products. The main areas requiring more interest are the clothing, general medicine, pharmacy, hardware and movie theater sectors. In the west, Fort-Coulonge should make a priority the establishment of convenience stores for clothing, records, hardware and groceries.

The purpose of improving purchasing opportunities in the service centres is not to attract outside customers but more, to serve the residents' market needs.

Of course, the localities in Pontiac are not sufficiently populated to justify setting up the commercial establishments that would enable it to recover its losses. However, by examining each of the sectors of outflow, it might be possible to identify some very interesting potential markets for local merchants.

9. A RELATIVELY WELL-ESTABLISHED PUBLIC SECTOR

The programs and concerns of the government of Québec cover several sectors of activity in Pontiac. Government departments and agencies support economic development, whether in the area of agriculture, forestry, industry, trade or tourism. The Québec government's job creation programs also have a considerable impact upon the county. These various aspects have been discussed in the foregoing chapters. This chapter will deal with the public sector as a whole and, more specifically, with health and social services and education, where government involvement is marked. The transportation, communications, cultural, environmental and municipal government sectors are also of interest to the government of Québec and are covered in later chapters.

It would seem that Pontiac County was for a long time forgotten by the Québec government. However, one must realize that Québec's public service sector is still very young. It only began to grow in the sixtiés after the Quiet Revolution. The trend toward decentralization is even more recent. The establishment of many of the regional departmental offices and agencies goes back a mere five or six years; however, seventeen departments and agencies now maintain regional offices in Hull.

A number of departments and agencies also have local offices in Pontiac County. The administrative unit office of the ministère de l'Énergie et des Ressources is located in Fort-Coulonge, as is the local office of the ministère de l'Environnement du Québec. The ministère des Transports du Québec has two highway administration sub-centres, one in Shawville and the other in Campbell's Bay. The ministère du Loisir, de la Chasse et de la Pêche administers two wildlife conservation stations in Campbell's Bay and Rapides-des-Joachims. There is an agricultural information office at Shawville. The ministère de la Justice du Québec, the Bureau d'aide juridique (Legal Aid) and the Sûreté du Québec operate out of Campbell's Bay. As a result of a recent administrative reorganization, Pontiac County also has its own Centre Travail-Québec (Québec Manpower Office) at Campbell's Bay. This former welfare office will now be dispensing manpower, as well as welfare services. In addition, of course, are the education and social affairs services.

In fact, the Québec public services sector is the main employer in the county, with a staff of 737 permanent employees and 40 occasional workers. There are 62 federal government employees in the county, working for example, for Canada Post and the Canada Manpower Centre at Campbell's Bay.

9.1 An Adequate Educational System

9.1.1 General

In principle, the educational reform in Québec gave the same advantages to rural areas as it did to urban areas. However, the low density of rural populations and the diversity of the languages and religions characterizing Pontiac County has made the organization of the educational system more difficult. The network of educational institutions is nevertheless adequate. The restrictive factors have, however, had a more significant impact on the variety of curricula available.

9.1.2 Groups Involved

In addition to the Québec ministère de l'Éducation, there are four school boards in Pontiac County: the Commission scolaire régionale de l'Outaouais, the Regional Western Québec School Board, the Pontiac Protestant School Board and the Commission scolaire Pontiac Catholique.

9.1.3 Sectoral description and analysis

- School Facilities

School facilities are distributed according to geographical concentrations of population, as well as its linguistic and religious make-up. As a whole, Anglophones and Francophones, Catholics and Protestants, are satisfactorily served by four high schools and 18 elementary schools (Table 33).

A new high school, which is to replace Shawville High School, was recently inaugurated at Campbell's Bay. Cost of construction is evaluated at 2.5 million dollars. The Immaculée-Conception Elementary School at Chapeau is also slated to be enlarged at a cost of 1.1 million dollars.

The student population stood at 3 211 in 1982-1983, with 1 523 enrolled in high school and 1 688 enrolled in elementary school. The student body composition is 54 per cent Anglophone and 46 per cent Francophone.

- Educational Level

The inadequate schooling that long affected the county's population no longer applies to the new generation. The incentive to stay in school and greater access to education have had positive effects upon the average length of schooling. In 1971, the education level of Pontiac County residents was comparable to that of other rural populations in the Outaouais area. It was, however, below average for the Outaouais region.

- Vocational Training and Adult Education

The Regional Western Québec School Board and the Commission scolaire régionale de l'Outaouais both offer vocational and socio-cultural training. There are few short and long term vocational programs at the high school level, particularly for Francophone students. The choice is better in the high schools of the Regional Western Québec School Board.

Adult education is available to almost a thousand students and offers a fairly wide variety of courses. The Commission scolaire régionale de l'Outaouais, in particular, has a special program designed to meet regional needs: French as a Second Language, and basic reading and writing. An experimental project planning course has also been made available. The course is directed at the unemployed and focuses on management principles, knowledge of local resources and project development.

The Outaouais CEGEP also participates in continuing education at the county level. It offers vocational training and supports Pontiac County businesses and organizations. For instance, in 1982, the CEGEP organized a training session for the two new forestry cooperatives in the county. A course in municipal legislation was given for mayors and town councillors. Refresher courses have also been held for the employees of Pavillon du parc, a home for the mentally disabled. Two programs, one in tourism and the other in data processing, are in the planning stages.

- School Transportation

School bus transportation has become an integral part of the Québec educational system. Theoretically, it gives children in rural areas the same access to school as urban children, and effectively overcomes the distance factor. On the other hand, it is tiring for the child and very costly.

School bus transportation is an important variable inasmuch as the vastness of the area and the poorly integrated road network generate serious problems. A good example is Rapídes-des-Joachims where, for the lack of a road linking the village with the rest of Québec, schoolchildren are forced to travel 50 km to attend school in Ontario. The students from Ile-du-Grand-Calumet, mainly

Francophone, have to make a long detour via the Bryson bridge to attend the consolidated regional school in Fort-Coulonge.

9.1.4 Strategies for Development

The network of educational institutions in Pontiac County is adequate. The academic curricula are somewhat varied with regard to adult education. This is of major importance to a population that needs to catch up to the educational level. From this standpoint, it would be helpful if there were no significant cutbacks in the adult education budget. On the other hand, the poor variety of courses available to high school students in the short and long vocational programs, especially to Francophones, is to be deplored. Given that a large percentage of high school graduates are unwilling to leave the area to pursue their education, it would be worthwhile if students were given the opportunity to acquire job skills in a local high school.

Table 33

BREAKDOWN OF STUDENT POPULATION BY INSTITUTION

(1982 - 1983)

School Board Schools	Number of Students	Level	Language	
			French	English
Commission scolaire régionale de l'Outaouais				
St-Adolphus, Chapeau	151	High School		151
Jean-Paul II, Campbell's Bay	244	High School		244
Sieur de Coulonge, Fort-Coulonge	606	High School	606	
Regional Western Québec School Board				
Pontiac Protestant, Shawville	522	Elementary and High School		522
Pontiac Protestant School Board				
Onslow	40	Elementary		40
Mc Dowell, Shawville	401	Elementary		401
Campbell's Bay	36	Elementary		36
Commission scolaire Pontiac Catholique				
St-John, Campbell's Bay		Elementary		
St-Jean-Bosco, Campbell's Bay		Elementary		
Ste-Anne, Ile-du-Grand-Calumet		Elementary		
Ste-Marie, Otter Lake		Elementary		
Total	**458**		**301**	**157**
Poupore, Fort-Coulonge		Elementary		
St-Pierre, Fort-Coulonge		Elementary		
Fatima, Fort-Coulonge		Elementary		
Total	**465**		**429**	**36**

Tableau 33 (cont'd)

Immaculée-Conception, Chapeau		Elementary		
Notre-Dame du Sacré-Coeur, Chapeau		Elementary		
Ste-Anne, Rapides-des-Joachims		Elementary and High School		
Total	**276**		**147**	**129**
Portage-du-Fort Trustees	12	Elementary		12
Total	**3 211**		**1 483**	**1 728**

French Elementary	877	27,3%		
English Elementary	811	25,3%		
French High School	606	18,9%		
English High School	917	28,6%		
TOTAL	**3 211**	**100 %**	**46%**	**54%**

Source: Ministère de l'Éducation du Québec

Direction régionale de l'Outaouais, 1982.

9.2 Health and Welfare Services Supplemented by those in Ontario

9.2.1 General

Health and welfare services in Pontiac County are characterized by two major factors: an aging population and the county's dependency on out-of-province hospital services.

9.2.2 Agencies and Groups

The Conseil de la santé et des services sociaux de l'Outaouais (C.S.S.S.O.) is a regional advisory and administrative body which serves as a link between the public, the institutions and the ministère des Affaires sociales.

The Centre hospitalier communautaire du Pontiac (Pontiac Community Hospital), in Shawville, is the only hospital in the county. It has a capacity of 82 beds with nine doctors attached.

There are three chronic care homes in the county, housing approximately 130 patients. These are located at Fort-Coulonge, Campbell's Bay and Shawville.

The Pontiac Centre local des services communautaires (C.L.S.C.) was opened at Fort-Coulonge in 1975. There are now two local offices at Chapeau and Bryson, as well as an outlet at Otter Lake. The agency employs some thirty persons. It dispenses home care, preventive medical care and services, as well as counselling. The CLSC also supports local initiatives through its community action services. In addition, one of its tasks is to provide information to the public.

The Centre des services sociaux (C.S.S.) is based at Campbell's Bay. The CSS is a public agency whose role is to meet the needs of individuals, families and groups afflicted with some form of social maladjustment. It provides specialized social services to its clients with the purpose of restoring their autonomy, their sense of responsibility and their participation in community life.

CSS services include those to the elderly, the disabled, families and children, youth protection, hospital and school services, and adoption services.

A certain number of volunteer organizations assure essential services. These are auxiliary services, providing care to the institutionalized, home care organizations, ladies' church groups, volunteer transportation organizations, teen-senior committees, senior citizen clubs and various service clubs.

9.2.3 Sectoral description and analysis

- Characteristics of the Population

The most notable characteristic of the population of Pontiac County is its advanced age. In fact, 11,5 per cent of the county's residents are 65 years old and over, compared to only 8,9 per cent for the population of Québec. The percentage is especially high in some sectors. For example, the proportion of people age 65 and over in the Bristol, Clarendon, Shawville sector is 16,4 per cent.(1) On the other hand, the age makeup of the Fort-Coulonge sector is similar to that of Québec.

This factor has a severe impact on the county's health and social services needs. There are currently three residences in the county, at Fort-Coulonge, Campbell's Bay and Shawville, with a consideration for the population's linguistic and religious affinities.

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(1) 1981 census information.

In anticipation of the needs of this ageing population, the CSSSO has come up with the idea of a mobile day centre for senior citizens. This concept would satisfy the requirements of a scattered rural population. The prime objective of such a centre would be to enable the elderly to retain their autonomy and continue to live at home as long as possible. Following a survey of population's needs and of existing resources, the CSSSO concluded that the number of elderly and their specific needs justified the priority development of a mobile day centre.(1) However, the proposal, first submitted in 1979, has not yet been implemented.

The large porportion of elderly also has an impact on the demand for hospital beds, particularly for extended care.

- Dependency on Ontario

The Pontiac area is highly dependent on out-of-province facilities for its population's hospitalization needs. In 1977-1978, 49,4 per cent of the 2 787 people hospitalized were admitted to the Pontiac hospital, 5,7 per cent were directed to the Centre hospitalier régional de l'Outaouais and 44,9 per cent were sent to out-of-the-area hospitals, principally in Pembroke and Ottawa.

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(1) Plan de développement des centres de jour pour adultes en perte d'autonomie, CSSSO, Hull 1979.

In 1973, the Shawville hospital Pediatrics Services treated only 5,3 per cent of the children between 0 and 14 years of age. This percentage had dropped to 2,5 per cent by 1977.(1)

It meets few of the needs in the Fort-Coulonge area, since it serves only 27,3 per cent of its population (1977). As much as 71 per cent of the Fort-Coulonge hospitalization cases were treated outside Québec, principally in Pembroke.(1)

The poor rate of patient retention observed in this hospital area seems to be associated with three major factors. First, a population scattered along the banks of the Ottawa River which is well connected with Ontario, means that an Ontario hospital is often faster to reach than the hospital in Shawville. Also, given the medical personnel practicing in the area (seven general practitioners and five specialists, three of whom merely consult with the Shawville hospital), the population of Pontiac County must necessarily go out of the area for specialized and ultraspecialized care.(1)

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(1) Plan de répartition des lits de pédiatrie dans l'Outaouais, CSSSO Board of Directors, Hull 1979, page 17.

It should be noted that, in this regard, the CLSC has contributed to an improved distribution of the medical personnel in the Pontiac region. For instance, there is now a pediatrician practicing in Fort-Coulonge and a general practitioner in Chapeau. Nursing services are also available through the local CLSC offices.

The third factor is the most subjective, yet as important according to the CSSSO. It would be easier for the French-speaking population of Fort-Coulonge to get medical care in French at the Pembroke hospital than at the hospital in Shawville.(2)

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(1) Note: The ministère des Affaires sociales does not consider the Pontiac area to be short of medical personnel, since the ratio is calculated for the Outaouais region as a whole, rather than per sub-region.

(2) Effectifs médicaux au 31 mars 1982, CSSSO, March 29, 1982.

- Le Centre hospitalier du Pontiac

(Pontiac Community Hospital)

The Shawville hospital currently has 68 beds for acute care and 14 beds for extended care. The occupation rate at the Shawville hospital was 72 per cent in 1975. The occupation rate of the 56 beds in Medicine was 83 per cent in 1978-1979 and 72 per cent in 1982. The rate for its six beds in Obstetrics was 32 per cent in 1978-1979 and 17,6 per cent in 1982. The six beds in Pediatrics were occupied 27 per cent of the time in 1978-1979 and 13,4 per cent of the time in 1982.

Given the high proportion of people 65 and over, the Board of Directors of the CSSSO recommended in 1977 that the area be given an additional 18 extended care beds.

A plan to add 16 extended care beds and to turn two acute care beds into extended care beds in the Shawville hospital was submitted to the ministère des Affaires sociales in 1980. These additional extended care beds would fill a large gap in the health services in this vast area isolated from major centres of activity.

9.2.4 Strategies for Development

There are inadequacies in the supply of health services in Pontiac County, notably regarding the number of doctors and their distribution within the area, as well as in terms of hospitals.

Certain types of mobile clinics could be considered in order to improve the distribution of medical personnel.

Given the scarcity of medical personnel and the insufficient number of health institutions, education and prevention programs should be made a priority. The mobile day care centre for the elderly requires reconsideration.

There is a viable need for extra beds at the Shawville hospital for both acute and extended care.

10. MINIMAL TRANSPORTATION INFRASTRUCTURE

10.1 General

The transportation infrastructure in Pontiac County is rather limited. Most passenger transportation is by car and the road system consists of one highway, the 148, and three secondary roads.

A single public transportation company operates a daily service between Fort-Coulonge and Ottawa. Transport of goods is by truck or rail. There are a few bush air services for hunters and fishermen.

10.2 Sectoral description and analysis

Road System

The ministère des Transports du Québec builds and maintains the highway system. Maintenance of the secondary road system is shared by the Ministère and the municipalities.

The highway system serves only the most populated part of the area and consists solely of Highway 148 which runs along the

Ottawa River, connecting Hull and Sheenboro. No other link exists with the rest of Québec, or the Temiscaming area in particular.

In 1967, the Conseil économique régional de l'Ouest du Québec (Western Québec Regional Economic Council) recommended to the government to extend Highway 8 (the current 148) from Sheenboro to Temiscaming. According to the Conseil, this link would have opened a vast area to the tourist industry and promoted development of natural resources, while at the same time connecting the Temiscaming and Outaouais regions.

The Pontiac road system is, however, well linked with the Ontario system by two bridges at Portage-du-Fort and Ile-aux-Allumettes. Rapide-des-Joachims is also connected with Ontario at Rolphton.

Highway 148 extends 135 kilometres within the county limits and the secondary roads (301, 303 and 366) cover a total of 124 kilometres. The ministère des Transports du Québec is directly responsible for maintaining these roads, whereas maintenance of the 438 kilometres of municipal roads is shared by the municipalities and the ministère des Transports du Québec.

The linearity of the road system makes it difficult to keep tourists from merely passing through the area. It would be advantageous to link various parts of the area so as to create a real tourist circuit that would attract tourists. The reconstruction and paving of secondary road 366 between La Pêche in Gatineau and Ladysmith in Pontiac should partially fulfill the requirement.

Up to now, tourists holidaying, hunting or fishing in the County have been mainly using the secondary roads and forestry service roads. Construction of the Bois-Francs road, paid for jointly by E.B. Eddy, Consolidated-Bathurst, and the provincial and federal governments, which is to link the northern part of Mansfield and Pontefract with the Maniwaki-Temiscaming road, will make access easier to various potential recreational spots, such as Galarneau and Jim lakes, and open a new area to hunting and fishing enthusiasts.

The cost of building a road between Sheenboro and Rapide-des-Joachims would prove much too high given the size of the population it would serve (see description and analysis for Rapides-des-Joachims). The same is true for the plan to build a bridge between Fort-Coulonge and Ile-du-Grand-Calumet. It would, in fact, cost some four million dollars to build a bridge that would not interfere with navigation on the river.

However, it would be worthwhile examining the possibility of linking Fort-Coulonge and Ile-du-Grand-Calumet by ferry, even if only at certain hours. This would, in particular, make it possible to transport children to and from school without making a long detour through Bryson and to include Ile-du-Grand-Calumet in a tourist route covering the area's major sights and attractions. The ferry would also have the advantage of linking two predominantly French-speaking municipalities. The possibility that the ministère des Transports would share in financing this service should not be ignored, provided a study clearly shows that there is sufficient potential for use of the service.

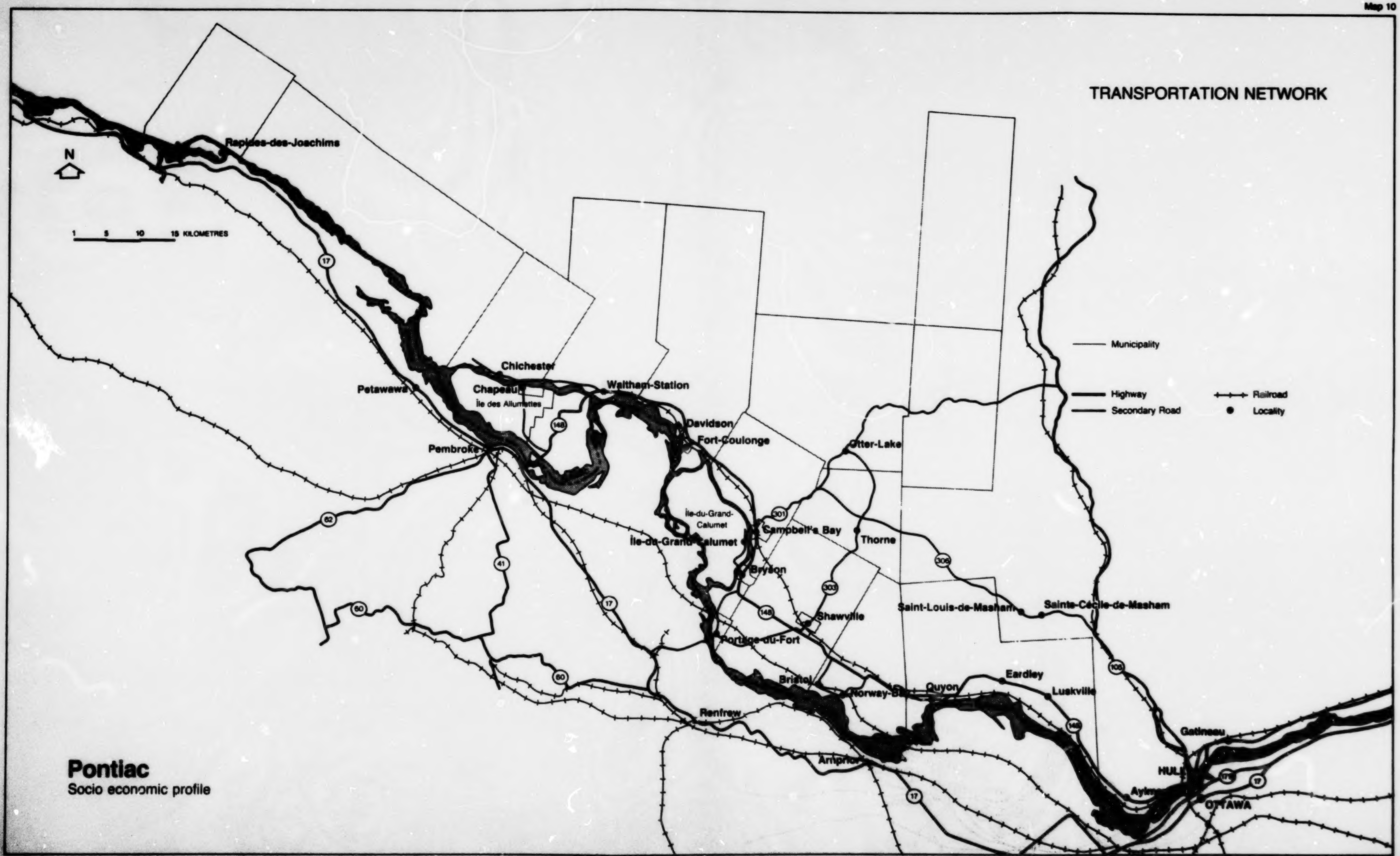
The Railroad

The first railroad built in Pontiac County was the Pontiac and Pacific Junction in 1884. The "Push and Pull Jerk", as it was colloquially called, was bought by Canadian Pacific in 1902. The railway provided a link between Aylmer, Quyon, Shawville, Campbell's Bay, Fort-Coulonge and Waltham. The planned extension beyond the Ottawa River never materialized.

The railroad promoted the growth of towns and villages along its route. Logs, formerly transported out of the county by water,

Map 10

TRANSPORTATION NETWORK


N
1 5 10 15 KILOMETRES
Municipality
Highway
Secondary Road
Railroad
Locality
Rapides-des-Joachims
17
Chichester
Chapeau
Île des Allumettes
Petawawa
Waltham-Station
Davidson
Fort-Coulonge
148
Pembroke
Otter-Lake
Île-du-Grand-Calumet
Île-du-Grand-Calumet
301
Campbell's Bay
Thorne
62
41
306
Bryson
303
60
17
148
Shawville
Saint-Louis-de-Masham
Sainte-Cécile-de-Masham
Portage-du-Fort
60
105
Eardley
Bristol
Norway-Bay
Quyon
Luskville
Renfrew
148
Gatineau
Arnprior
HULL
17
Aylmer
OTTAWA

Pontiac
Socio economic profile

OPDC 83

were sawn on site and shipped as lumber. Altogether, there were 20 stations and some huge warehouses along the railway line.

A daily passenger service was available prior to 1959; however, this service has since been discontinued.

Canadian National currently operates a line which serves a few riverside communities such as Bristol, Norway Bay and Portage-du-Fort on the Ottawa-North Bay leg. The line crosses the Ottawa River downstream from Lac des Chats to serve the Bristol mine (now closed) and the Consolidated-Bathurst mill at Portage-du-Fort before crossing back to Ontario at this same spot. Rail transportation service therefore appears to be satisfactory. However, on February 5, 1980, the Canadian Transport Commission received a petition from Canadian Pacific Limited, by virtue of Section 253 of the Railways Act, to discontinue service of the Waltham subdivision, from Wyman on.

The number of cars used on the Waltham subdivision gradually dropped from 110 in 1976 to 35 in 1981. Between 1976 and 1981, 184 cars carrying mainly grain and farming equipment entered the subdivision. During the same period, 211 cars were shipped out, carrying mainly lumber, logs and wood chips.

CP's actual losses for 1979, 1980 and 1981 were $253 000, $312 000 and $331 000 respectively, and maintenance costs of $850 000 were forecast for the next five years. The minimum break-even point is estimated at 7 000 cars per year.

Public hearings with regard to discontinuing the Wyman-Waltham service were held before the Canadian Transport Commission on June 15, 1982. Many interested parties expressed their opinions in terms of maintaining the service for historical and economic reasons. For the sawmills in the county, which have to seek markets increasingly further afield (Western Canada, U.S.A.), shipping wood by rail is the most economical choice. Moreover, the railway's existence is certainly an incentive for setting up new businesses.

The Canadian Transport Commission nevertheless decided on March 2, 1983 that this railway line should be abandoned, given that the federal government would have to absorb the losses.

Air Transportation

There is one landing strip for small aircraft at Portage-du-Fort. There are also a few bush air services serving hunters and fishermen, namely Calumet Air Service, at Mansfield and Davidson, and Cranson Lake Airways, at Ile-aux-Allumettes East.

Public Transportation

A bus company serves the Pontiac area daily. This is the Pontiac Bus Line which was recently sold. Since the sale, the modern buses have been replaced by school buses. The service includes a daily connection between Fort-Coulonge and Ottawa, on weekdays, and two return trips on Saturday and Sunday.

10.3 Strategies for Development

In general, Pontiac County is well connected with the Outaouais area via Highway 148. Reconstruction of the 366, linking the Gatineau Valley and Pontiac County, and the rebuilding of certain segments of Highway 148, between Aylmer and Luskville, scheduled for 1985-1986, will help to further improve the situation. A road linking Pontiac and the Temiscaming area via Rapide-des-Joachims remains to be realized. However, the low density of population still does not justify this project.

The biggest problem with regards to internal communications is the inferior quality of the secondary roads used by a large number of tourists. Access to tourist sites and attractions, both current and future, should be properly developed.

11. A COMMUNICATIONS NETWORK TAKING SHAPE

11.1 General

Communications have a big impact on a community's lifestyle. The media provide a vehicle for cultural identity and can reflect or even encourage an incentive change. Pontiac County residents enjoy a fair number of communications services but these originate mainly from Ontario and are in English. The county population, therefore, has few communications tools of its own and Francophones are at a particular disadvantage.

11.2 Sectoral description and analysis

Printed Media

Pontiac County residents subscribe almost exclusively to the Ottawa dailies, The Citizen and Le Droit.

Circulation for both newpapers in Pontiac County is 2 265. On the average, 34 per cent of Pontiac County households subscribe to a daily newspaper, while the average for the whole of Region 07 is 65 per cent (Table 34). In 1982, an English daily, The Citizen, had the

Table 34

DAILY NEWSPAPER CIRCULATION FOR THE OUTAOUAIS REGION COUNTIES AND PERCENTAGE OF DAILY HOME DELIVERIES
ABC, MARCH 31, 1982

County	Homes(1)	Dailies						
		Le Droit	The Citizen	Sub-Total	Circulation-Homes	Other Dailies	Total	Circulation-Homes
	N	N	N	N	%	N	N	%
Gatineau	15 400	7 910	6 057	13 697	91	1 152	15 119	98
Hull	47 100	19 146	5 332	24 478	52	7 792	32 270	69
Labelle	10 000	195	-	195	2	2 971	3 166	32
Papineau	13 600	4 397	922	5 319	39	1 860	7 179	53
Pontiac	6 700	555	1 710	2 265	34	-	2 265	34
Total	92 800	32 203	14 021	46 224	50	13 775	59 999	65

(1) ABC Estimate, 1981.
Source: Communication-Québec, Outaouais region.

Table 35
CIRCULATION OF LE DROIT AND THE CITIZEN BY MUNICIPALITY FOR PONTIAC COUNTY, ABC, MARCH 31, 1982

Municipality	Daily				
	The Citizen		Le Droit		Total
	N	%	N	%	N
Bryson	143	8	40	7	183
Ile-du-Grand-Calumet	240	14	68	12	308
Campbell's Bay	-	-	41	8	41
East Aldfield	-	-	27	5	27
Fort-Coulonge	137	8	234	42	371
Lac Cayamant	-	-	33	6	33
Otter Lake	56	3	-	-	56
Portage-du-Fort	51	3	-	-	51
Quyon	438	26	-	-	438
Shawville	547	32	-	-	547
Waltham	44	3	-	-	44
Wolf Lake	-	-	56	10	56
Other Municipalities	54	3	56	10	110
Total	**1 710(1)**	**100**	**555(2)**	**100**	**2 265**

(1) 11,5% of circulation in Québec
(2) 1,7% of circulation in Québec

Source: Communication-Québec, Outaouais region.

Table 36

DAILY NEWSPAPER CIRCULATION IN OUTAOUAIS REGION COUNTIES BY LANGUAGE, ABC, MARCH 31, 1982

	Daily				
Municipality	The Citizen (E)		Le Droit (F)		Total
	N	%	N	%	N
Gatineau	6 057	43	7 910	57	13 967
Hull	5 332	22	19 146	78	24 478
Labelle	-	-	-	-	-
Papineau	922	17	4 397	83	5 319
Pontiac	1 710	75	555	25	2 265

(E) English

(F) French

Source: Communication-Québec, Outaouais region.

Table 37

NEWSPAPER CIRCULATION BY LANGUAGE
IN PONTIAC COUNTY, 1982

Newspaper	**Circulation**	
	Number	**%**
The Citizen	1 710	30
Le Droit	555	9
The Equity	3 121	54
Le Réveil du Pontiac	390	7
Total	5 776	100

(E) English

(F) French

* The Equity publishes a few pages in French.

Source: Communication-Québec, Outaouais region.

Table 38
WEEKLY NEWSPAPER(1) CIRCULATION IN OUTAOUAIS REGION COUNTIES BY LANGUAGE(2)

County	English		French		The Equity(3)		Total
	N	%	N	%	N	%	
Gatineau	1 750	7	22 031	93	-	-	23 781
Hull	-	-	44 582	100	-	-	44 582
Labelle	-	-	5 836	100	-	-	5 836
Papineau	1 500	9	16 079	91	-	-	17 579
Pontiac	-	-	390	11	3 121	89	3 511
Total	**3 250**	**3**	**88 918**	**94**	**3 121**	**3**	**95 289**

(1) Le Bulletin de La Lièvre, le Carillon, L'Écho de la Lièvre, The Equity, la Gatineau, la Gazette de Maniwaki, The Low Down to Hull and Back News, la Petite-Nation, The Post, le Régional de l'Outaouais, la Revue de Gatineau, la Revue de Papineau and le Réveil du Pontiac.

(2) Source: ABC, March 31, 1982; ODC, June 1, 1982; and information provided by publishers in 1982.

(3) The Equity publishes a few pages in French.
Source: Communication-Québec, Outaouais region.

largest share of the market with 75 per cent of the county circulation. The only French daily, Le Droit, held no more than 25 per cent of the market in that same year.

Pontiac County has only one weekly newspaper, The Equity, published in Shawville. Its circulation of 3121 can be broken down as follows: 1 667 copies to Shawville, 521 to Campbell's Bay, 420 to Quyon, 201 to Fort-Coulonge, 116 to Aylmer and 106 to Luskville.

Réveil du Pontiac, a French-language monthly newspaper, is also distributed in Pontiac County. Circulation, according to the editor, totals approximately 400 copies, reaching Fort-Coulonge, Bryson, Campbell's Bay and Ile-du-Grand-Calumet.

There are also an English daily, The Pembroke Observer, and an English weekly, The Pembroke Advertiser, but readership for both is very low on the Québec side, except in the immediate area of Chapeau. They also contain little Québec-related advertising. The same applies to The Mercury, a Renfrew weekly which mainly sells in the Shawville area.

The English newspapers(1) hold 84 per cent of the circulation in Pontiac County, compared with only 16 per cent for the French newspapers (Table 37). Table 38 illustrates the circulation of weekly newspapers in the Outaouais, by language.

Television

According to the Bureau of Broadcasting Measurements (BBM), average consumption for Pontiac County in fall 1981 was 29,1 hours per week, whereas in spring 1982, it was 30,7 hours per week (Tables 39). Average consumption for the Ottawa-Hull area in fall 1981 was 21,4 hours per week, whereas in spring 1982, it was 22 hours per week. Average consumption for Québec as a whole in fall 1982 was 26,2 hours per week. The difference in consumption rates is considerable.

Table 39 shows that English stations reach a much higher proportion of the population than French stations.

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(1) The Equity publishes a few pages in French.

Table 39

WEEKLY AUDIENCE AND AVERAGE VIEWING TIME IN HOURS FOR TELEVISION STATIONS PICKED UP IN PONTIAC COUNTY(1) BBM, FALL 1981 AND SPRING 1982(2)

Station	Weekly Audience				Average Viewing Time in Hours			
	Fall 82		Spring 82		Fall 81		Spring 82	
	N	%	N	%	N	%	N	%
All Stations	-	-	-	-	29,1	-	30,7	-
CJOH, Ottawa (E)	17 000	82	17 000	86	14,0	20	11,4	16
CBOT, Ottawa (E)	15 000	73	17 000	84	6,6	9	7,8	11
CHRO, Pembroke (E)	10 000	51	12 000	57	7,6	11	7,3	10
CKGN, Global (E)	12 000	57	12 000	61	6,0	9	5,6	8
CBOFT, Ottawa (F)	6 000	28	7 000	35	8,1	12	11,9	16
CHOT, Hull (F)	2 000	10	2 000	8	14,3	21	25,7	35
CICO, TVO Ont. (E)	1 000	5	-	-	3,7	5	-	-
CFCL, Timmins (E)	-	2	-	-	8,8	13	-	-
CIVO, Hull (F)	-	-	1 000	6	-	-	2,8	4

(E) English, (F) French

(1) Population of Pontiac County, 2 years old and over, fall 81 and spring 82: 20 370
Population of Pontiac County, 2 years old and over, fall 82 and spring 83: 19 570

(2) No statistics available for fall 1982, since the number of respondents was below BBM standards. (There must be at least 75 respondents per BBM area.)

Source: Communication-Québec, Outaouais area.

Radio

Pontiac County can receive five French stations, nine English stations, and one bilingual station.

According to the BBM, average consumption for Pontiac County in fall 1982 was 19,3 hours per week, compared to 17,5 hours per week for other counties in the Outaouais region.

Pontiac County's listeners mainly tune in the English stations. These accounted for 69 per cent of listening time in fall 1982. English station listening for all the counties in the Outaouais region accounted for 51 per cent, against 48 per cent for French station listening and 1 per cent for the bilingual station (Table 41).

This situation is partly due to the fact that, at night, most of the signals from the French transmitters are lost. The privileged areas, mainly the eastern part of the county, only pick up the most powerful signals from Ottawa which, of course, come from the English stations. The other areas must be content with a few American stations which fade in and out according to atmospheric conditions. In actual fact, therefore, Pontiac County gets very little French

Table 40

AVERAGE LISTENING TIME IN HOURS FOR RADIO STATIONS IN THE OUTAOUAIS AREA BY COUNTY AND LANGUAGE, BBM, FALL 1982

County	Station					
	English		French		Bilingual	
	N	%	N	%	N	%
Pontiac	68,6	69	31,3	31	-	-
Labelle	71,6	36	128,2	64	-	-
Hull	79,3	65	42,8	35	-	-
Gatineau, Papineau	70,8	49	68,0	47	5,7	4
Total	290,3	51	270,3	48	5,7	1

radio service at night, except for that provided by the newly established community radio station. However its transmitting range is quite limited, as it is still struggling with technical problems.

Radio Pontiac

In fall 1976, the directors of Pontiac's public institutions, including the regional school board and the C.L.S.C., met to examine the issues which, in their opinion, where hindering the community's growth. The priorities were to promote the media and, in particular, provide basic French-language radio service with a view to preventing assimilation of the French-speaking residents.

The Commission scolaire de l'Outaouais (C.S.R.O.) began by financing the creation of "Communications-Pontiac" and the development of a project for a community radio. The ministère des Communications du Québec offered comparable financial support thus enabling the population to take over the project. It also provided the necessary technical assistance. A provisional commitee was set up and its first task was to incorporate Communications-Pontiac.

The objectives with regard to setting up a medium of communication in Pontiac County were, first of all:

to favour the emergence of an internal cultural pole;

to overcome Ontario's sociocultural influence over Québec;

to sensitize the community to the realities of Québec and Québec to the community's realities;

to dispose of a means for disseminating information in cultural, academic, professional and social development fields;

to provide a means of economic and social stimulation;

to equip the community so it could become aware of its socioeconomic and sociocultural potential;

to equip the community so it could take charge of its own future at every level; and

to return the community's means and resources to the people, and thus, encourage the creation of grass root organizations and the development of new services and businesses.

These efforts resulted in the creation of Radio Pontiac, a non-profit organization incorporated under Part Three of the Loi sur les compagnies du Québec (Companies' Act). Radio-Pontiac or CHIP-FM has been broadcasting since March 10, 1981. Its Board of Directors consists of five representatives from the community, two from various institutions and groups, and two of its employees. Radio Pontiac is directed mainly at the County's French-speaking audience but it also has large blocks of programming blocks in English.

The government of Québec has supported the project financially. Its involvement is justified by the urgency of providing French radio programming within the county and by the population's inability to finance such a large project on its own.

Radio Pontiac encountered serious financial problems in its first year of operation. The situation improved somewhat in 1982, as the operating budget balanced out and an additional subsidy reduced the accrued deficit. However, its financial situation remains fragile.

Also since it started, Radio Pontiac has had difficulty maintaining a complete schedule of good quality programming. This is not unusual for a new station, but Radio Pontiac's situation is complicated by the low population density and, consequently, by the few resource persons available.

Telephone Service

Telephone service in Pontiac County is provided by Bell Canada and Télébec Limitée, a Bell subsidiary. Prior to 1979, Continental Telephone Company Limited served the area currently covered by Télébec Ltée.

The Pontiac area served by Télébec Limitée includes the Otter Lake and Campbell's Bay sectors, acquired from Continental Telephone Company Limited, and Shawville which it already owned, for a total of 1 450 customers in the first two sectors and 2 100 in Shawville. The following table lists the municipalities served by Télébec Limitée and Bell Canada respectively.

Table 41

PONTIAC COUNTY TELEPHONE SERVICE

MUNICIPALITIES SERVED BY TÉLÉBEC AND BELL CANADA

TÉLÉBEC	BELL CANADA
Bristol	Mansfield, Pontefract
Bryson	Fort-Coulonge
Campbell's Bay	Chapeau
Clarendon	Chichester
Litchfield	Iles-aux-Allumettes East
Leslie, Clapham, Huddersfield	Iles-aux-Allumettes
Portage-du-Fort	Pontiac
Shawville	Rapides-des-Joachims
Thorne	Sheen, Esher, Aberdeen Mal.
Waltham and Bryson	
Grand-Calumet	

When Télébec Limitée took over the area served by Continental Telephone Limited, the main complaints pertained to the following points:

1- the many delays, sometimes as long as one year before obtaining service;

2- poor customer service;

3- the lack of bilingual operators at Bell Canada's long distance centre where calls from all over the area are routed;

4- the insufficient number of circuits for local service;

5- the frequent wrong connections due to malfunctions of the switching centre.

Between 1979 and 1981, Télébec carried out major improvement work on the outside plant. The improvements represented a total investment of $1 852 000. It appears that the corrective action taken by the company was satisfactory, since the number of complaints has decreased considerably(1).

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(1) Gauvreau, Pierre - Rapport sur la qualité du service dispensé par Télébec Limitée dans les secteurs de la Petite Nation et de Pontiac. Régie des services publics du Québec, Sainte-Foy, February 1982, 16 pages.

11.3 Strategies for Development

There is no question that the Pontiac area must open up more to the rest of Québec for the benefit of the entire population. Installation of rebroadcast antennas for the French media and development of the printed media may improve the specific situation of the French-speaking people. However, it is essential that community initiative be encouraged along with a closer relationship with other Québec media.

12. A CULTURAL IDENTITY IN JEOPARDY

12.1 General

The introduction of television into every home, the spread of cultural forms and the creation of numerous sociocultural organizations have helped produce urban entertainment trends in the countryside. However, this has not eliminated the forms of cultural expression most typical of rural milieux. Hence, social evenings and public celebrations are still very much in vogue. In addition to community suppers, old-time evenings and bingo, winter carnivals are still most favoured by the people and attract large numbers. In summer, parish celebrations and festivals spill over into other municipalities and bring together the residents of the whole sub-area.

Some of the sociocultural activities have become traditions in the Pontiac area. In addition to the annual winter carnivals held by most municipalities, there is a country fair in Shawville every September, an agricultural exhibition in Quyon and Chapeau in July and August, and a strongman contest in Fort-Coulonge in September. Sports, however, are still the recreational activity par excellence. In fact, sports are synonymous with recreation in Pontiac and each village has its own baseball and hockey team.

12.2 Sectoral description and analysis

Nevertheless, the cultural sector is, on the whole, experiencing development and dissemination problems in Pontiac. There are very few places for dispensing cultural services which themselves lack variety and are often difficult to get to or obtain. The area has some minimal facilities, thanks to the school boards and municipalities. However, the support staff is often inadequate, if not nonexistent.

Since culture generally reflects other sectors of activity it too shows a dependence on Ontario centres, whether through the penetration of Ontario media or the habit of going to Ontario for entertainment (going to the movies, for instance). The development of a regional cultural awareness necessarily suffers.

Moreover, cultural organizations have been encouraging individual efforts. Unfortunately, for lack of planning and coordination, these remain scattered and without continuity, resulting in a waste of time and money. In short, Pontiac's feeling of not being integrated with the Outaouais and Québec communities as a whole arises from a certain amount of isolation and from the presence of a strong neighbour acrocs the river.

The dual reality of its isolation and Ontario's presence has led to some anglicization of the county's French-speaking population. Table 43 reports the percentage of people of French mother tongue who gave English as their every day language (1971 Census). As the table illustrates, the anglicization rate is much higher in Pontiac County than in Hull and Labelle Counties. Furthermore, it persists from one age group to the next, which proves the long-term nature of anglicization. Statistics regarding every day language in the 1981 Census are not yet available. When published, the data should reveal the more recent evolution of this phenomenon.

12.3 Strategies for Development

Solutions likely to correct the isolation and cultural dependence of Pontiac inhabitants, and of Francophones in particular, must take into account the county's lack of homogeneity. The creation or consolidation of a major centre for dissemination is considered indispensable. The cultural models for each area would also have to be studied to find suitable forms of development. While sensitizing Francophones to the cultural contribution of other ethnic groups, a sociocultural framework should be developed for this Francophone milieu whose cultural identity is in jeopardy. This should be done even if government standards must be exceeded, thus encouraging a strong and active presence by the Quebec government.

Table 42

ANGLICIZATION RATE BY AGE GROUP IN PONTIAC, HULL AND LABELLE COUNTIES, 1971(1)

Age group	Pontiac	Hull	Labelle
0 to 14 years	4,3%	1,6%	0,3%
15 to 19 years	6,8%	1,4%	0,1%
20 to 24 years	10,6%	3,5%	0,4%
25 to 34 years	17,6%	4,1%	1,6%
35 to 44 years	14,8%	2,8%	0,7%
45 to 64 years	17,6%	3,3%	0,7%
65 years and over	15,7%	1,7%	0,5%
Average	10,6%	2,6%	0,6%

Source: Communication-Québec, Les communications de masse dans le comté de Pontiac: inventaire et problématique globale, 1977

(1) Percentage of population of French mother tongue who gave English as their every day language.

13. SMALL RURAL MUNICIPALITIES

13.1 General

The Pontiac County area is not very urbanized. All Pontiac municipalities are governed by the Municipal Code, as is the case for most municipalities with a population of under 2 000. The organized areas represent only a quarter of the county's total area.

13.2 Municipal governments

The municipal governments are empowered to administer the municipal road, aqueduct and sewer systems, fire protection services, street lighting, household waste disposal, public protection, sanitation services, social and recreational activities, and certain types of economic expansion. They are also responsible for the implementation and enforcement of regulations governing town planning and construction. This has a direct impact on the quality of accommodation and of the environment in general.

The Regional County Municipality (MRC) replaced the County Council a few months ago, bringing the mayors of the municipalities together. The RCM is particularly responsible for preparing a development plan.

13.3 Sectoral description and analysis

Most of the municipalities only assume part of the responsibilities provided for under the Municipal Code, given the small population they serve and their limited means.

The implementation of decentralized government structures should, in the normal course of events, lead the municipalities to broaden their field of activity. With this end in view, the Pontiac RCM, which received its letters patent in December 1982, could assume a leadership role in its area's development.

Municipal Infrastructures

Various factors prevail in the development of an aqueduct system in areas of low population density. Local hydrographic conditions, the initiative of a few individuals, government subsidies, the type of dominating economy and political influences are other factors that also come into play. Moreover, the high cost of acqueduct and sewer facilities could not be wholly assumed by the members of a community of a mere 2 000 inhabitants. Thus, the government has granted subsidies for the construction of new acqueduct and sewer systems and the improvement of the existing systems. For instance, the government of Québec recently subsidized the municipality of Mansfield and Pontefract for its water supply.

Fire Protection

Fire protection services do not seem to be lacking in any particular way, allowing for the scattered population. However, the municipalities of Rapide-des-Joachims and l'Ile-des-Allumettes have to rely on Ontario municipal fire departments for their protection.

Municipal Recreational Activities

Eight municipalities encourage recreational committees to some extent. Five of these (Ile-du-Grand-Calumet, Bryson, Campbell's Bay, Portage-du-Fort and Litchfield) have formed an intermunicipal recreation board which has hired a full-time professional staff member.

Moreover, residents of six western Pontiac municipalities have for several years been actively involved in building a coummunity and sports centre at Chapeau. The six municipalities participating in the centre's construction have also agreed to maintain the upkeep of both site and building.

It is anticipated that Shawville will soon be hiring a permanent recreational staff. Furthermore, the municipality of Pontiac has had a permanent recreational staff member since early 1982 and Fort-Coulonge is thinking of appointing a recreational director in the near future.

This recent trend towards hiring permanent recreational staff, due to MLCP grants, should be encouraged as it satisfies a real need of Pontiac residents for social activities. MLCP grants cover the following areas: aid to sociocultural workshops and public celebrations, supporting local organizations, purchasing recreational equipment, hiring personnel, etc.

13.4 Strategies for Development

In rural areas, the upgrading of municipal services should be based as much as possible on formulas that regroup municipalities, enabling them to set up and maintain a common service. In this respect, the intermunicipal recreation board in Central Pontiac should be taken as an example.

14. THE ENVIRONMENT

14.1 General

Pontiac County is faced with several environmental problems, including water pollution, flooding, acid rain and radioactive pollution.

14.2 Parties Involved

The ministère de l'Environnement du Québec is the principal government party involved in environmental matters. It is responsible for enforcing the regulations designed to improve the quality of the environment in rural and urban areas and in areas suitable for recreational activities. The regulations cover, among others, pulp and paper mills, air quality, the evaluation and study of environmental impacts, animal production establishments, and the evaluation and treatment of waste water from isolated residences.

The citizens' committee representing Fort-Coulonge, Mansfield and Pontefract has applied for and received recognition of their area as a problem flood zone.

The Groupe de surveillance nucléaire du Pontiac (the Pontiac nuclear surveillance group) and PANAC (Protection Against Nuclear Action committee) are concerned with radioactivity in the Pontiac area, particularly regarding uranium exploration and drilling near Fort-Coulonge, and the nuclear power stations located on the Ontario side of the Ottawa River.

14.3 Sectoral Description and Analysis

Water Pollution

In this respect, the pulp and paper mill at Portage-du-Fort and the municipalities of Shawville, Fort-Coulonge, Litchfield and Bryson all have their own water treatment plants. The Bryson plant, however, serves only part of the municipality. In accordance with the water purification program, the municipalities of Chapeau and Campbell's Bay have signed an agreement with the ministère de l'Environnement du Québec to proceed with water treatment requirement studies, which may lead to the construction of treatment plants.

Industrial pollution originates mainly from the Consolidated-Bathurst plant at Portage-du-Fort. The plant dumps an amount of suspended matter equal to 2 441.5 kg/day into the final tributary of the Ottawa river, which has an average flow of 46 532 m^3/day. The average annualized biological requirement for oxygen (BRO5) of the final tributary is 6 023 kg/day. The sum of 1.3 million dollars has been earmarked for a pulp and paper modernization program in order to reduce the volume of suspended matter released into the water. Similarly, an amount of $500 000 has been allocated to reducing air pollution.(1)

Flooding

In 1977 a committee was set up jointly by the governments of Canada, Québec and Ontario to make recommendations for regulating the flow of the Ottawa River and its tributaries, thereby reducing flood damage, particularly in the Montréal area.

The Comité de planification de la régularisation de la rivière des Outaouais (planning committee for regulating the Ottawa River) has concentrated on three areas with serious flooding problems: Montréal, Maniwaki and Gatineau (Pointe-Gatineau).

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(1) Ministère de l'Environnement du Québec, Bureau régional de l'Outaouais, 1982.

Citizens of Fort-Coulonge, Mansfield and Pontefract have united in their efforts to have their area recognized by the planning committee as a problem zone as well, as the sector has been flooded five times in the past ten years.

Substantial amendments to the Loi sur le régime des eaux (Water Management Act) have been suggested in order to give the officers of the ministère de l'Environnement du Québec the power to intervene directly in the practices of companies such as Coulonge and Crow River Boom Company, with respect to the floating of timber down the rivers. It has also been suggested that the Ministère perform other studies on the degree of sedimentation on the Coulonge river bottom, its capacity in terms of the number of square feet of timber it can carry, etc. Municipalities should also pass zoning by-laws to prohibit new construction in flood zones.

The members of the flood committee have succeeded in making the main parties involved aware of the seriousness of their problem, and solutions have begun to emerge.

Acid Rain

In view of its geographical location, the Outaouais region is in that part of Québec which gets the highest volume of acid rain.

This fact should soon be confirmed when the results of a joint study performed by the National Scientific Research Institute and the ministère de l'Environnement du Québec are published.

Physico-chemical reactions to acid rain depend on the geological and pedological nature of the soils. Most of the Outaouais territory is part of the Precambrian Shield and is composed of gneiss and granite. This rock is slightly acidic, relatively insoluble in water and an inefficient buffer.

A study performed in the Outaouais region by the Service de l'aménagement et de l'exploitation de la faune (wildlife development and management service) of the ministère du Loisir, de la Chasse et de la Pêche has provided useful data regarding the acid level in 469 lakes, the best bodies of water in the Outaouais region. The study reveals that Pontiac County is not the area most affected by water acidification. However, 24.2 per cent of the lakes studied in that county have a pH factor below 6.0, a level considered critical to the survival of animal life. Also, the aquatic life in Pontiac County, like that of the rest of the Outaouais area, contains species which are particularly sensitive to acid rain, such as lake trout (grey trout), yellow bass and small-mouth bass. Various studies performed mainly in Ontario (Beamish, 1976; Martin and Olver, 1976; Kennedy, 1980) underline the disastrous effects of acid rain on these species, which may in fact lead to their extinction.

In view of its climate and geographical location, Pontiac has one of the most productive forestry zones in Québec. The real effects of acid rain on the forest environmental are little known; increasingly, however, data on this subject indicates a fairly substantial decrease in overall productivity.(1)

Radioactive Pollution

In response to requests made by PANAC, the ministère de l'Environnement visited the uranium exploration sites in the Fort-Coulonge sector. Radon tests were performed in the basements of certain buildings, and a program to determine the quality of drinking water was implemented. The 120-sample study on water quality in this uranium-bearing area was completed on October 30, 1980. In one case, the sample analysis detected an amount of uranium 238 in excess of permissible levels of concentration (Health and Welfare, Canada, Guidelines for Canadian Drinking Water Quality), as well as an amount of radium 226 just within acceptable EPA limits (Environmental Protection Agency, U.S.A.). Other similar cases may exist in the area, and conformation studies should be conducted to confirm this hypothesis.(1)

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(1) Ministère de l'Environnement du Québec, Bureau régional de l'Outaouais, 1982.

The two experimental nuclear power stations on the Ontario side of the Ottawa River, at Deep River and Chalk River, also present a threat to environment quality. The waste water from these plants increases the temperature of river waters, causing disturbance in the aquatic environment. Chalk River also has a radioactive waste burial site; the risk of contaminated water infiltration is always a concern. The implications of having the two nuclear power stations (Energy Canada and Ontario Hydro) located near the county merit further investigation.

14.4 Strategies for Development

In spite of certain problems, Pontiac County in general offers a good quality natural environment. Municipalities and businesses will be encouraged to participate more extensively in the overall, Québec-wide efforts to purify the water.

The work begun by the Fort-Coulonge-Mansfield-Pontefract flood committee should be continued in order to reach a more satisfactory conclusion. The municipalities as a whole should be called upon to play a specific role in the flood issue.

Studies of the acid rain phenomenon have only just begun. The subject merits a thorough analysis as substantial wildlife and forest resources are directly concerned.

15. RAPIDES-DES-JOACHIMS: AN ISOLATED COMMUNITY

15.1 General

The municipality of Rapides-des-Joachims is located on the Ottawa River, in the West end of Pontiac County. It is a 225 km or three-hour drive from Hull, or 112 km from Chapeau. It is the only Québec municipality between Sheenboro, Pontiac County and Temiscaming, Temiscamingue County. There are no Québec roads: Ontario Highway 17, between Pembroke and Mattawa, is the only means of access.

15.2 Description and analysis

The municipality is located on an island in the Ottawa River. A bridge links it to Rolphton, Ontario and recently another bridge was built, connecting it with Québec and the Rapides-des-Joachims ZEC. For all intents and purposes it is isolated from Québec. However it is well integrated with such Ontario municipalities as Bisset Creek, Stonecliffe, Rolphton and Deux-Rivières, which centre upon the larger towns of Petawawa (pop. 7 720), Deep River (pop. 5 095) and Mattawa (pop. 2 652).

According to the 1981 census, the population of Rapides-des-Joachims was 192 inhabitants, a decrease of 6.4 per cent since 1976. 58 per cent of the population has English as a mother tongue, and 40 per cent, French. It appears however that English is the working language of approximately 70 per cent of the population.

The economy of the municipality is based mainly on forest and wildlife development. Until recently, the principal employer was the Commonwealth Plywood mill which ceased operations in March 1981 following a fire. Approximately 30 people were employed there prior to closing. The company plans to rebuild shortly.

Wildlife development is centered on the Rapides-des-Joachims ZEC which has operated since 1980. It is administered by a 7-member board of directors, all residents of the municipality. It has 1 175 members, 64 per cent of whom are Québec residents and 36 per cent Ontario residents. The ZEC hosted 8 000 fisherman-hunter/days in 1980, for a revenue of $78 378. There are also two franchisee outfitters, Raymer Club Inc. and McGillivry Lake Club, and two licencee outfitters, Nadeau Fish and Game Club and Pontiac Lodge. Other employers are the two village hotels, Ontario Hydro and the Deep River and Chalk River nuclear power plants.

Services

The isolation and small size of the community, as well as its proximity to larger Ontario centres, create particular problems for public services.

Considerable efforts have been made in the field of education, made possible only because the ministère de l'Éducation has provided for small schools and placement of students outside the system. The majority of Rapides-des-Joachims students (22) attend Pembroke School Board schools, as a result of agreements. There is one elementary and high school in Rapides-des-Joachims. Thirteen students - nine French-speaking and four English-speaking - attend the school which employs 2.5 teachers, an exception to the normal student-teacher ratio.

The case of social and health services illustrates the extent to which the municipality is dependent on Ontario, as well as the difficulties encountered by Québec in serving this community through its own institutional system. Most of the social and health services are provided by personnel and establishments located in Deep River, including physicians, dentists, pharmacists, hospitals and ambulances. Although the Pontiac CLSC provides minimal services, it does not expect to do much more. Overall, Pontiac County is already in short supply of medical personnel and equipment.

The Sûreté du Québec (Québec Provincial Police) station is located at Campbell's Bay, two hours from Rapides-des-Joachims. It conducts occasional patrols in the area, and responds to emergency calls. A service agreement with the Ontario Provincial Police cannot be considered, due to the differences in the law. However the Sûreté du Québec often requests assistance from the OPP, however.

In view of the strategic location of the community, three full-time conservation agents have been hired to protect the substantial game reserves. The town is in fact the only entry point to a large hunting and fishing territory for a large segment of the Ontario population.

With respect to telephone and postal services, the town is simply considered part of Ontario. It is serviced by the Ontario section of Bell Canada. Its regional code is that of the adjacent zone in Ontario. Rapides-des-Joachims has neither post office nor postal code; it uses Rolphton's.

Electricity is supplied to the one hundred village users by Hydro Ontario and purchased by Hydro-Québec. Repair services are provided by the Hydro-Québec office in Shawville. Hydro-Québec maintenance vehicles must be fitted with Ontario licence plates as they use Ontario roads to get to Rapides-des-Joachims.

Ontario Hydro operates the dam located at Rapides-des-Joachims and owns 49 lots on the island. This state of affairs is the result of an agreement between Québec and Ontario, under which each province exchanged land to build dams, as required.

In concrete terms, this means that people do not have access to this land for construction or dwelling purposes. Nor does the municipality collect taxes on these lots.

Among other services, fire protection is provided by Deep River and Rolphton. One parish hall is available to the population. The Sunday service is in both French and English, the parish being served by the Rolphton parish priest.

15.3 Strategies for Development

The growth of Rapides-des-Joachims is based on development of the forest and its wildlife. The possible rebuilding of the Commonwealth Plywood plant, and the hunting and fishing activities of both the ZEC and the outfitters are the main avenues towards short term development.

In the long term, the construction of a road on Québec territory, linking Chapeau to Temiscaming by way of Rapides-des-Joachims, could stimulate the development of the area. A road link would open up a large, underdeveloped territory. It could foster the establishment of wood processing companies and the development of recreational land. It would inevitably reinforce the community's sense of identity with Pontiac County, and, by extension with the rest of Québec. However the authorities do not consider that building such a road is a priority, in view of the small population it would serve.

Rapides-des-Joachims is in a strategic location as it is the only entry point into Québec, by land, along a 200 km stretch of the border (see map 10). It gives access to a large territory of great appeal to hunters and fishermen and other outdoors enthusiasts, as well as timber operators. The existence of a human settlement at this spot is vital. Such a requirement implies that essential services must be provided by the government.

The most glaring problem in this area is the matter of social and health services. The Conseil de la Santé et des Services Sociaux de l'Outaouais, the Pontiac area CLSC and the Centre de Services Sociaux de l'Outaouais have developed a joint proposal for improved access to social and health services.

The proposal, filed with the ministère des Affaires sociales recommends that a substantial increase in services be provided by the government of Québec itself in some cases, and that agreements be reached with the Ontario government in other cases. The proposal is considered realistic as it borrows from solutions already applied to other villages in Québec.

16. UNCOORDINATED VITALITY IN A SCATTERED COMMUNITY

16.1 General

There are a number of driving forces behing the social and economic development of Pontiac County. The preceding chapters have already dealt with the role of government, the fundamental contribution of the large forestry companies and the influence of the urban centres of Ontario. Parallel to these forces generally perceived as external, the vitality of the Pontiac people also has an effect on development. The vitality of a community may be defined as a will and an ability to contribute both individually and collectively to the evolution of the environment and the organization of its social, cultural and economic life.

The vitality of the Pontiac people is expressed on several levels. Within the area, the municipalities or small groups of municipalities constitute a focal point for local activity. The citizens are also concerned, in some cases, with issues that affect the entire Pontiac region. The recently established Regional County Municipality (RCM) aims in fact to support the need for a level of belonging that exceeds the immediate scope of the municipality and its surrounding area. Pontiac's vitality can also influence the entire Outaouais region for instance through membership in regional organizations. It also affects the governments of both Québec and Canada, due to local concern for optimizing the use of available resources.

16.2 Various Forms of Vitality

Local Vitality

Pontiac area socio-economic organizations and groups generally do not operate on a county-wide level, preferring an area of identity where people feel at home in a community they know well. In this respect, they merely reflect the county's uncoordinated social structure, the consequence of a scattered population, the absence of any defined urban pole of attraction, ethnic and religious differences, differing economic activities, and the resulting distinct perceptions and needs.

An analysis of the population's methods of operation and its sense of identity reveals the existence of seven distinct areas within Pontiac County. These areas, as defined by the CLSC, have already been identified in Table 1 of this report. The following discussion will cover the five sectors that make up the RCM, namely the West, Fort-Coulonge, the Central area, Shawville and the North.

> "It should be noted, however, that a sixth county sector, that of Pontiac municipality, has a lot in common with the Pontiac RCM, although it is technically part of the Communauté régionale de l'Outaouais (CRO). Aside from the eastern part, which is a suburb, the area consists mainly of farmland. The population in the rural area moreover identifies more with the Pontiac area than with the Aylmer-Hull-Gatineau community."(1)

The Western sector of the county focuses on the municipalities of Waltham and Chapeau. The Ontario town of Pembroke has a very strong influence on the area, being the site of many of the latter's commercial, social and cultural activities. Most of the sector's population is of Irish Catholic descent and the Francophones therefore experience certain problems with their cultural identity. The sector's economic vitality is most apparent in its agricultural and forestry activities. There are few community organizations, with the exception of a citizens' committee and an agricultural society at Chapeau, as well as such volunteer service organizations as senior citizen clubs and church committees. An intermunicipal organization did, however, recently sponsor the construction of a sports and community centre for the municipalities in the sector.

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(1) Brief submitted June 8, 1983 by Marcel Lavigne, Mayor of Pontiac, to the Parliamentary Committee on Municipal Affairs, regarding Bill 28 on revising the C.R.O. Act.

Fort-Coulonge and its neighbouring municipalities reflect an 80 per cent French-speaking identity. Along with the Shawville sector, it is the best structured in the county. The sector's economy is oriented towards the wood industry and dominated by big business. It does, however, have a few small businesses involved in the harvesting and processing of wood, as well as a forestry cooperative. A number of organizations are active leaders in the area's social, cultural and economic life, and this is essential to the cultural survival of the county's Francophones. CLSC activities have started up several projects, including a newspaper, a community radio station and a forestry group. Two citizens' committees have taken an interest in the problem of flooding in the sector and the issue of merging Fort-Coulonge with the municipalities of Mansfield and Pontefract respectively. The various social groups and volunteer service organizations total over 300 members.

Campbell's Bay is the heart of the Central sector. The community is culturally 55 per cent English-speaking and 40 per cent French-speaking. Its economic vitality is apparent in its agricultural and commercial activities. Several social groups, the Optimist Club, the Knights of Columbus, the Lions and Lionnettes Clubs and the Cercle des fermières, are all active in the sector, as are a number of volunteer groups serving the elderly, young people and invalids. Over 200 people are members of these organizations.

The communities of Otter Lake and Ladysmith make up the core of the Northern sector. The population is 60 per cent English-speaking and also has a large number of immigrants of German and Polish descent. A forestry cooperative has established its head office in the Northern sector even though its field of operations is in the Upper Gatineau. The sector is the least populated in Pontiac and also has the fewest social and cultural groups.

Shawville and its surrounding area are considered the most dynamic sector of the county. A few decades ago, it was a major economic centre, with sawmills, flourmills, a prosperous agricultural industry, mining operations, public and private services, and retail businesses. It has since suffered a few rough blows, including the closing of the Hilton iron mine and the consequent loss of 400 jobs. Part of the wood industry has also left the area. The influence of the Shawville area is less evident today, even though it still plays a very active role in the agricultural and services sectors. It is also the site of a few small manufacturing firms, including the publisher of Equity, the only weekly in the county. An agricultural society and a wood marketing office have established their head offices in the Shawville area.

The English Protestant majority is very active in the Shawville area community. Several hundred volunteers take part in a wide range of social, cultural, religious and recreational groups and organizations: the Rotary Club, senior citizen Club, Lions Club, Women's Institute, Kinsmen Club, and Kinettes.

A brief survey of Pontiac's various areas of identity confirms the existence of a certain amount of vitality in each of these areas. However, their capacity for autonomy varies widely because of the very different levels of participation of the population and, in some cases, because of a lack of cohesiveness within some of the areas of identity.

Vitality within Pontiac

There is an obvious reluctance on the part of citizens and organizations to get involved in county-wide undertakings, as the sense of identity is not solidly developed at that level. Joint activities have been considered on a few occasions but with more or less tangible results. The failure to introduce United Way is one example. Organizations desirous of developing a county-wide mandate often have trouble setting up in the various areas, and their existence depends on a very few individuals, as a result of the population's low level of participation.

The factors already invoked to explain the fundamentally local nature of Pontiac's activities are so many obstacles to the emergence of county-wide vitality. Ethnic and religious differences, a scattered population and the lack of an urban centre are probably far less important these days than in the past, if only because of the improved channels of communications. However, the traditional methods of operation and the underlying value systems persist.

For instance, Pontiac's English-speaking majority is strongly individualistic at the economic level and places much emphasis on the virtues of private enterprise. It is also somewhat skeptical towards regional structures that fail to coincide with the daily realities of regional life. However, this economic individualism is rounded out by a highly developed social structure.

Francophones, on the other hand, tend to take a more collective approach in their development. In recent years, the community approach, through cooperatives and various other organizations, has been perceived as a means of compensating for the lack of community structure. Groups focusing on the creation of socio-economic projects have become numerous in the last few years: citizens' groups, forestry cooperatives, community radio. This more open approach to economics and culture oriented groups still requires consolidation, for it is not widespread and few efforts are being made to benefit from experiences elsewhere in the Outaouais or in Québec. Furthermore, the expectation of development from outside the region is still very evident.

With the exception of a few attempts, county-wide efforts, whether for pooling of resources, tackling shared problems or coordination of the various agents of development, remain scarce in the Pontiac area. There is one loosely structured federation of organizations, the Regroupement des organismes du Pontiac, whose purpose is the development and exchange of information, but its activity is limited. The same goes for the Conseil de planification sociale, whose aim is to promote cooperation among individuals, groups, government agencies and private volunteer organizations in dealing with the community's social problems. A Pontiac tourist association has been set up and a Pontiac businessmen's association is working towards promoting the county's economic development. However, these various local organizations are having trouble setting up on a county-wide level and, consequently, gaining the support of the entire Pontiac area.

The Centre local des services communautaires (CLSC) which has been operating since 1974, is acknowledged as an important agent for change. It is attempting to channel the efforts of numerous groups and is involved in a number of sectors of activities, including the social, economic, cultural and health sectors.

The results achieved to date are largely due to its local presence in Fort-Coulonge, Chapeau and Bryson. It has become successfully involved in several projects, including the two forestry cooperatives, the Pontiac community radio station which is nevertheless having difficulties, the monthly Réveil du Pontiac, greenhouse production and the introduction of volunteer services.

At the cultural level, there have been no organizations to represent, consult and make demands on behalf of the people of Pontiac since the Comité culturel du Pontiac was dissolved in 1981.

There is apparently no real desire within the county to affirm its cultural identity, either by way of various events or by intervening with regional and provincial organizations.

Only recently, the Clarendon flour mill, which dates back to 1884, was dismantled in the space of a few days and transported to a site near Renfrew, Ontario. Pontiac County thus lost a historic building of prime importance, without any real local opposition being expressed.

The development of the Pontiac Regional County Municipality (RCM) is a factor that may significantly stimulate the vitality of the entire Pontiac area. A county development plan may possibly encourage the people to get to know each other better and to cooperate more closely on some projects. The result could be a broadening of attitudes.

It must, however, be acknowledged that the RCM does not coincide with the county's traditional methods of operation. Some municipal representatives still see no reason why resources should be pooled, nor why an additional structure is required for this purpose, their contention being that everything operates relatively well on a more local basis. Some, on the other hand, have a stronger sense of the difficulty involved in struggling in isolation against generalized problems, for instance regarding cultural identity. They therefore have a lot of hope invested in the RCM.

Pontiac Vitality in the Context of the Outaouais region and Québec

The vitality of a population must be expressed outside of its immediate area if it is to benefit fully from all available means of development.

The difficulty Pontiac residents have in taking their activities beyond the strictly local level and the lack of representatives of the county population as a whole are a hindrance to active and effective participation within the Outaouais region. The poor sense of identity with the Outaouais region and Québec, which is the result among other things of the polarization by Ontario centres, also tends to dull the population's interest for regional and Québec issues.

An informal survey of the various Outaouais regional organizations reveals the difficulty these organizations have in penetrating the Pontiac area despite some recent improvement. For instance, membership of Pontiac residents on the boards of directors of regional organizations is often restricted to the statutory minimum.

The result is that the Pontiac population has trouble making its own particular needs and expectations known to these organizations. Consequently residents do not benefit fully from available resources.

On the other hand, there can be no doubt that the Pontiac's reduced participation tends to weaken regional organizations. Here, as elsewhere, the Outaouais region needs Pontiac.

Pontiac's relationship with the government of Québec also suffers from the county's way of expressing its vitality, in spite of the goodwill of both parties. Weak county representation and a poor sense of identity with Québec experienced by a large segment of the population, have made dialogue difficult.

It follows that the authorities have not always been sufficiently alert to the county's special problems. Furthermore, the government of Québec, which is still the largest employer in the county, is not truly perceived as a positive factor in development.

For many, it is only an often distant source of overly restrictive regulations. The persisting sense of isolation is certainly unlikely to promote the area's development. The present report is therefore an initiative of the Québec authorities and one of its objectives is precisely to re-open dialogue on a more realistic ground.

16.3 Strategies for Development

Development of the Pontiac area will depend largely on the local population. External support, both public and private, will have real impact only if the community itself expresses its needs and the appropriate strategies for development. Also, the area's vitality is revealed in actual projects, for instance the use of intermediate processing techniques for raw materials. Development activities initiated by the people will, however, require a great deal of energy on the part of local individuals and groups.

Given the social structure in Pontiac, it is essential that the vitality of the various sub-areas be consolidated and developed. In addition to immediate results, an extremely vital network of local activity would promote the emergence of coordinated county-wide action.

Strengthening the sense of identity within the Pontiac area and with the structures that may result from it appears to be an essential strategy for development, either for dealing with issues beyond the scope of local activity or for promoting Pontiac's views and needs to the Outaouais and to Québec as a whole.

Similarly, Pontiac's identification with the Outaouais region and Québec must take the shape of more active regional participation by the Pontiac people and groups. The dialogue being initiated between the community and the government of Québec deserves to be supported and nurtured by both parties.

CONCLUSION

Pontiac County shares many characteristics with the least favoured rural areas in Québec. Its economy, based on agriculture and on the development and processing of forest resources, is relatively undiversified. The young people often leave the county to find work or pursue their studies; nevertheless, the rate of unemployment remains well above the Outaouais and Québec average. The household income is also among the lowest in Québec.

However, the county's personality begins to emerge with a closer look at the population's lifestyle. The fragmenting of the population according to ethnic and religious origin or simply geographic distance prevents the creation of a cohesive population throughout the area. The proximity of Ontario influences the residents' lifestyle more than anywhere else in the Outaouais region and Québec. The county's English-speaking majority does not make much of a distinction between the two shores of the Ottawa River. The French-speaking population is isolated from the centre of the Outaouais region and has difficulty experiencing any sense of identity with Québec.

Balanced development objectives for Pontiac should therefore deal with the problems of economic disparity with respect to the rest of Québec. Within the county itself, unilateral over-dependence on

Ontario, the comparative isolation of the French-speaking population and the entire population's poor sense of identity with Québec should also be considered.

The report's sectorial analyses clearly show that, in spite of its problems, Pontiac County has the resources it needs for a substantial improvement in its situation. Pontiac has the highest agricultural potential in the Outaouais region. Its forestry potential is underdeveloped and a method of development adapted to mixed forests could remedy the problem. Tourism is limited to resorts and wildlife development; however, the development of natural and historical sites could provide worthwhile tourist attractions.

Other sectors of activity are victims of the county's particular situation but could, nevertheless, contribute further to its development. Part of the outflow of trade to Ontario in the consumer goods sector could be recovered. The manufacturing sector could focus on more advanced processing of forest resources and even diversify into other sectors.

Public services seem reasonably adequate. However, certain problems remain, mainly because of the low population density. The municipality of Rapide-des-Joachims presents a particular problem. Similarly, the aging Pontiac population requires increased services, among others, in the hospital sector.

Neither the cultural sector nor local media are very developed in the county. The French-speaking population is especially hard-hit by this situation, since the county is flooded by Ontario's English-speaking media. Support of the area's vitality in this sector is definitely needed.

There seems to be a growing willingness for change among the county's population. It is probably a particularly good time to initiate collective consideration of Pontiac county's objectives and strategies for development.

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